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Memories of pre- and post-migration consumption: better times or embodiments of a defensive mental state?

Conference or Workshop Item

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ACR 2012 Schedule

Session Times are Fixed. Rooms and Session Chairs TBA

Please note: Sessions are grouped such that similar themes are back-to-back; therefore, session times are fixed. Rooms and session chairs TBA

Thursday, October 4, 2012

ACR Doctoral Consortium
Breakfast 7:15-8:00 a.m.
Consortium 8:00 a.m.-4:30 p.m.

ACR Board of Directors Meeting
12:00-5:00 p.m.

ACR Conference Registration
3:00-8:00 p.m.

Presidential Plenary Session: Integrity in Consumer Research
Moderator: Jeff Inman, Univ. of Pittsburgh, 5:00-6:30 p.m.

Opening Reception 6:30-8:00 p.m.

Friday, October 5, 2012

Journal of Consumer Research Associate Editors Meeting
7:00-9:00 a.m.

Film Festival
8:00 a.m.-5:00 p.m.

Session 1: Friday, October 5 from 8:00-9:15 a.m.

1.1	Green Products and Sustainability	Chair TBD	<p>"Effects of Timing of Purchase and Perceived Proximity of Climate Change on Green Product Purchase"</p> <p>Kiju Jung, University of Illinois at Urbana-Champaign, USA*</p> <p>Madhu Viswanathan, University of Illinois at Urbana-Champaign, USA</p> <p>Robert S. Wyer, Jr., Chinese University of Hong Kong, China</p> <p>Dolores Albarracin, University of Pennsylvania, USA</p> <p>"Post-Consumption Emotions and Sustainability: An Investigation into How Guilt and Pride Emerge from Purchase Decisions and Their Impact on Consumers' Future Behaviours"</p> <p>Paolo Antonetti, Cranfield University, UK*</p> <p>Stan Maklan, Cranfield University, UK</p> <p>"Don't Put All Your Green Eggs in One Basket: Examining Self-Monitoring and Environmentally Friendly Sub-Branding Strategy"</p> <p>Jayoung Koo, University of Minnesota, USA*</p> <p>Barbara Loken, University of Minnesota, USA</p> <p>"Political Ideology, Persuasive Appeals, and Sustainability"</p> <p>Blair Kidwell, Ohio State University, USA</p> <p>Adam Farmer, University of Kentucky, USA*</p> <p>David Hardesty, University of Kentucky, USA</p>
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1.2	Counterintuitive Effects of Mood, Environmental Cues, and Lay-Beliefs in Food Consumption Contexts	Rajagopal Raghunathan, University of Texas at Austin, USA	<p>"How Sadness Signals Danger of Over-Indulgence" Anthony Salerno, University of Miami, USA* Juliano Laran, University of Miami, USA Chris Janiszewski, University of Florida, USA</p> <p>"Reducing Eating Motivation by Intensifying Prior Temptations" Cara de Boer, University of Leuven, Belgium* Siegfried Dewitte, University of Leuven, Belgium</p> <p>"Encouraging Ideal Behavior by Imagining Luxury Consumption" Keith Wilcox, Babson College, USA* Henrik Hagtvedt, Boston College, USA Bruno Kocher, HEC Paris, France</p> <p>"The Unhealthy = Filling Intuition" Rajagopal Raghunathan, University of Texas at Austin, USA Jacob Suher, University of Texas at Austin, USA*</p>
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1.3	Factors Shaping Price Perceptions I	Chair TBD	<p>"Culture, Relationship Norms, and Perceived Fairness of Asymmetric Pricing" Haipeng Chen, Texas A&M University, USA*</p> <p>Lisa Bolton, Pennsylvania State University, USA Sharon Ng, Nanyang Technological University, Singapore</p> <p>"The Effects of Memory and Motivation on Reference Prices" Jolie Martin, University of Minnesota, USA*</p> <p>Tomas Lejarraga, University of the Balearic Islands, Spain Cleotilde Gonzalez, Carnegie Mellon University, USA</p> <p>"Social Context as Price Information: Social Density, Status Inferences, and Object Valuations" Ahreum Maeng, University of Wisconsin-Madison, USA*</p> <p>Thomas O'Guinn, University of Wisconsin-Madison, USA Robin Tanner, University of Wisconsin-Madison, USA</p> <p>"The Impact of Internet Search on Price/Quality Correlations" Ellen Garbarino, University of Sydney, Australia*</p> <p>Nelly Oromulu, Development Coordinator, Transystems, Ohio, USA</p>
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1.4	Branding Issues I	Chair TBD	<p>"Consuming Branded Stories: A Netnography of Fashion and Luxury Blog Consumption"</p> <p>Gachoucha Kretz, ISC PARIS School of Management*</p> <p>"A Coke is a Coke? Interpreting the Anti-Brand Rhetoric and Resolutions on the Net"</p> <p>E. Tacli Yazicioglu, University of Guelph, Canada*</p> <p>Eser Borak, Bogazici University, Turkey</p> <p>"Diversity Appreciated? A Visual Longitudinal Analysis of Ukraine's Nation Branding Campaigns"</p> <p>Luca M. Visconti, ESCP Europe, France*</p> <p>Mine Üçok Hughes, Woodbury University, USA*</p> <p>Ruben Bagramian, Woodbury University, USA</p> <p>"Cultural Brand Innovation within Emerging Economies: A Tale of Two Campaigns"</p> <p>Sudipta Das, University of Strathclyde, UK*</p> <p>Paul Hewer, University of Strathclyde, UK*</p>
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1.5	Effect of Competitive Context on Judgment and Decision Making	Chair TBD	<p>"Low Batteries Make You Greedy: The Effect of Product States on Human Behavior"</p> <p>Zoey Chen, Georgia Tech, USA*</p> <p>Nicholas Lurie, University of Connecticut, USA</p> <p>"Interconsumer Competition: When Consumers Compete in the Marketplace for Products, Services and Prizes"</p> <p>Derick Davis, Virginia Tech, USA</p> <p>Kim Weaver, Virginia Tech, USA*</p> <p>"Competing Consumers and the Valuation of Products"</p> <p>Gerald Häubl, University of Alberta, Canada</p> <p>Christian Schmid, Alberta Health Services, Canada</p> <p>Hua Lian, University of Alberta, Canada*</p> <p>"Getting (Ex)cited: The Role of Herding in Driving Citations"</p> <p>Simon Quaschnig, Ghent University, Belgium*</p> <p>Mario Pandelaere, Ghent University, Belgium</p> <p>Iris Vermeir, Ghent University, Belgium</p>
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1.6	Understanding Diversity in Consumer Influence and Contextually Embedded Influencers	Andrew Smith, York University, Canada	<p>"Consumer-Bloggers Mobilized in Marketing Campaigns: A Study of Opinion Leaders' Authenticity Management in a Streetwear Community"</p> <p>Benoit-Mykolas Savignac, HEC Montreal, Canada Marie-Agnès Parmentier, HEC Montreal, Canada* Jean-Sébastien Marcoux, HEC Montreal, Canada</p> <p>"Tastemakers? Influential Consumers in Aestheticized Product Markets"</p> <p>Pierre-Yann Dolbec, York University, Canada* Eileen Fischer, York University, Canada</p> <p>"Never-Ending Stories: Opinion Leadership and Antenarratives in an Online Investment Community"</p> <p>Andrew Smith, York University, Canada*</p> <p>"Learning the Language of the Market: Contextual Influence and the Use of Code Switching in Online Consumer Acculturation Platforms"</p> <p>Hope Jensen Schau, University of Arizona, USA* Yan Dang, Northern Arizona University, USA Yulei Zhang, Northern Arizona University, USA</p>
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1.7	Leisure and Tourism	Norman Peng, University of Westminster, UK	<p>"Taking Dogs to Tourism Activities: Examining a Pet-Related Constraints Negotiation Mode"</p> <p>Annie Chen, University of Westminster, UK*</p> <p>Norman Peng, University of Westminster, UK</p> <p>"Leisure Consumption as Conspicuous Work"</p> <p>Andre F. Maciel, University of Arizona, USA*</p> <p>Melanie Wallendorf, University of Arizona, USA*</p> <p>"Appalachian Men of Action: NASCAR at Bristol"</p> <p>Elizabeth Hirschman, Rutgers University, USA*</p> <p>Ayalla Ruvio, Temple University, USA*</p> <p>Russell Belk, York University, Canada*</p> <p>"Producing & Consuming Public Space: A 'Rhythmanalysis' of the Urban Park"</p> <p>Morven G. McEachern, Lancaster University, UK*</p> <p>Gary Warnaby, University of Liverpool, UK*</p> <p>Fiona Cheetham, University of Salford, UK</p>
1.8	Anomalies in Goal Pursuit	Luxi Shen, University of Chicago, USA	<p>"Opportunity Cost Neglect in Goal Pursuit Under Uncertainty"</p> <p>Derek Koehler, University of Waterloo, Canada*</p> <p>Cade Massey, University of Pennsylvania, USA</p> <p>"The Uniqueness Heuristic: A Preference for Unique Options for a Single Goal"</p> <p>Luxi Shen, University of Chicago, USA*</p> <p>Ayelet Fishbach, University of Chicago, USA</p> <p>"Blind to All Else: The Role of Mindsets in Multiple-Goal Pursuit"</p> <p>Anastasiya Pocheptsova, University of Maryland, USA</p> <p>Jordan Etkin, University of Maryland, USA*</p> <p>Ravi Dhar, Yale University, USA</p> <p>"Space, Time and Getting Things Done: The Role of Mindsets in Goal Pursuit"</p> <p>Dilip Soman, University of Toronto, Canada*</p>

1.9	The Mere Idea of Money Alters Consumer Welfare, Preferences, and Morality	Avni Shah, Duke University, USA Kathleen D. Vohs, University of Minnesota, USA	<p>“Reminders of Money Focus People on What’s Functional” Kathleen D. Vohs, University of Minnesota, USA Cassie Mogilner, University of Pennsylvania, USA* George Newman, Yale University, USA Jennifer Aaker, Stanford University, USA</p> <p>“The Paradox of Payment: The Moderating Effect of Pain of Payment on Buying Behavior as the Number of Alternatives Increases” Avni Shah, Duke University, USA* James R. Bettman, Duke University, USA John Payne, Duke University, USA</p> <p>“People Pay More When They Pay-It-Forward” Minah H. Jung, University of California Berkeley, USA Leif D. Nelson, University of California Berkeley, USA* Ayelet Gneezy, University of California San Diego, USA Uri Gneezy, University of California San Diego, USA</p> <p>“Clean Versus Dirty Money Produce Wildly Different Effects on Behavior” Kathleen D. Vohs, University of Minnesota, USA* Qing Yang, Sun Yat-Sen University, China Xiaochang Wu, Sun Yat-Sen University, China Nicole Mead, Católica University Portugal, Portugal Roy F. Baumeister, Florida State University, USA</p>
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1.10	Variety and Variability Effects on Preference and Choice	Chair TBD	<p>"When Empathic Managers Become Consumers: A Self-Referential Bias" Johannes Hattula, University of St. Gallen, Switzerland*</p> <p>Walter Herzog, WHU-Otto Beisheim School of Management, Germany</p> <p>Darren W. Dahl, University of British Columbia, Canada</p> <p>Sven Reinecke, University of St. Gallen, Switzerland</p> <p>"Can Brands Move In from the Outside: How Moral Identity Enhances Out-Group Brand Evaluations" Woo Jin Choi, Texas A&M University, USA*</p> <p>Karen Winterich, Pennsylvania State University, USA</p> <p>"When the Crowd is Divided: Perceptions of Dispersion in Word-of-Mouth" Stephen He, Georgia Institute of Technology, USA</p> <p>Samuel Bond, Georgia Institute of Technology, USA*</p> <p>"Will Power Lead to Variety Seeking in Sexually Related Consumer Choices?" Duo Jiang, University of Illinois at Urbana-Champaign, USA*</p> <p>Sharon Shavitt, University of Illinois at Urbana-Champaign, USA</p>
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1.11	Anti-Consumption and Consumer Resistance	Chair TBD	<p>"Modelling Everyday Consumer Behavior: The Case of Restricted Consumption"</p> <p>Justine M. Rapp, University of Nebraska-Lincoln, USA*</p> <p>Ronald Paul Hill, Villanova University, USA</p> <p>Donald Lehmann, Columbia University, USA</p> <p>"Anti-Consumption and Personal Debt"</p> <p>Marcelo Nepomuceno, ESCP Europe, France*</p> <p>Michel Laroche, Concordia University, Canada</p> <p>"Consumer Propensity to Resist (CPR): Measurement and Validation"</p> <p>Annie Banikéma, Groupe Sup de co Amiens-Picardie, France*</p> <p>Dominique Roux, Université of Paris Sud, France*</p> <p>"Fooling Yourself: The Role of Internal Defense Mechanisms in Unsustainable Consumption Behavior"</p> <p>Alexander Stich, WHU-Otto Beisheim School of Management, Germany*</p> <p>Tillmann Wagner, WHU-Otto Beisheim School of Management, Germany</p>
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1.12	Experiential Consumption	Chair TBD	<p>"Choosing an Experience over a Product: The Role of Analytic Processing and Price Sensitivity"</p> <p>Inigo Gallo, University of California Los Angeles, USA*</p> <p>Sanjay Sood, University of California Los Angeles, USA</p> <p>"Understanding Sub-Cultural Identity and Consumption among Indians in the United States: From Desis to Coconuts"</p> <p>Minita Sanghvi, University of North Carolina Greensboro, USA*</p> <p>Nancy Hodges, University of North Carolina Greensboro, USA</p> <p>"Globalization in the Less Affluent World: Moroccan Consumers' Acculturation to Global Consumer Culture in Their Homeland"</p> <p>Delphine Godefroit-Winkel, Université Lille Nord de France, France*</p> <p>Nil Ozcaglar-Toulouse, Université Lille Nord de France, France</p> <p>Marie-Hélène Fosse-Gomez, Université Lille Nord de France, France</p> <p>"In The Mood for Special Experiences: The Impact of Day-to-day Changes on Consumers"</p> <p>Jiska Eelen, University of Amsterdam, The Netherlands*</p> <p>Kobe Millet, VU University Amsterdam, The Netherlands</p> <p>Luk Warlop, KU Leuven, Belgium and BI Norwegian Business School, Norway</p>
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1.13	Consumer Sociality and Happiness	Merrie Brucks, University of Arizona, USA	<p>"What Are Others Thinking?: Hedonic Adaptation in Public Consumption Contexts"</p> <p>Sunaina Chugani, University of Texas at Austin, USA*</p> <p>Julie Irwin, University of Texas at Austin, USA</p> <p>"Verbal Sharing: Purchase, Tell Others, and Be Happy"</p> <p>Wilson Bastos, University of Arizona, USA*</p> <p>Merrie Brucks, University of Arizona, USA</p> <p>"On the Importance of Experiential Purchases to Defining and Preserving the Self-Concept"</p> <p>Thomas Gilovich, Cornell University, USA</p> <p>Travis Carter, University of Chicago, USA*</p> <p>"It's the Company that Counts: Shared Experiences and Possessions Make People Happier than Experiences and Possessions Alone"</p> <p>Peter Caprariello, University of Rochester, USA*</p> <p>Harry Reis, University of Rochester, USA</p>
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1.14	Identity Structure and the Boundaries of Identity Marketing	Bella Rozenkrants, Stanford University, USA	<p>"Escaping the Crosshairs: Possibilities and Perils in Identity Marketing" Amit Bhattacharjee, Dartmouth College, USA* Geeta Menon, New York University, USA Americus Reed II, University of Pennsylvania, USA Jonah Berger, University of Pennsylvania, USA</p> <p>"When Do Consumers Prefer Mistargeted Products? The Effect of Structure and Competition on Preference for Identity (In)Consistency" Julian Saint Clair, University of Washington, USA* Mark Forehand, University of Washington, USA</p> <p>"Repeated Exposure to the Thin Ideal and Its Implications for the Self: Two Weight-Loss Program Studies" Anne Klesse, Maastricht University, The Netherlands* Caroline Goukens, Maastricht University, The Netherlands Kelly Geyskens, Maastricht University, The Netherlands Ko de Ruyter, Maastricht University, The Netherlands</p> <p>"Identity Cues in Product Rating Distributions: The Role of Self-Concept Clarity in Consumer Preferences" Bella Rozenkrants, Stanford University, USA* S. Christian Wheeler, Stanford University, USA Baba Shiv, Stanford University, USA</p>
1.15	ROUNDTABLE: Different Methodological Approaches to Studying Transformative Consumer Research: What Can We Learn from Each Other?	Organizer: Julie Ozanne, Virginia Tech, USA	<p>Ekant Veer, University of Canterbury, New Zealand Paul Connell, City University London, UK Michal Ann Strahilevitz, Golden Gate University, USA Connie Pechmann, University of California Irvine, USA Stacey Mezel Baker, University of Wyoming, USA Punam Anand Keller, Tuck School of Business, USA Linda Price, University of Arizona, USA Alan Andreasen, Georgetown University, USA Laura Peracchio, University of Wisconsin-Milwaukee, USA Rebecca Ratner, University of Maryland, USA Carlos Torelli, University of Minnesota, USA</p>

Coffee Break: 9:15-9:30 a.m.

Session 2: Friday, October 5 from 9:30-10:45 a.m.

2.1

Charitable Giving and
ProSocial Behavior I

Chair TBD

"How About Giving My Things Away Over the Internet?' When Internet Makes It Easier to Give Things Away"

Valérie Guillard, Paris Dauphine University, France*

Céline del Bucchia, Audencia Nantes School of Management, France*

Eva Delacroix, Paris Dauphine University, France*

"Guilt Appeals as a Blessing or a Curse? Influences of Sponsorship Identity and Sponsor-Issue Fit on Guilt Appeals in Charity-Related Advertising"

Chun-Tuan Chang, National Sun Yat-sen University, Taiwan

Ya-Ting Yu, National Sun Yat-sen University, Taiwan*

"Helping Others or Oneself: How Incidental Social Comparisons Affect Prosocial Behavior"

Ann Schlosser, University of Washington, USA

Eric Levy, Cambridge University, UK*

"Do Open Hands (Always) Open Wallets: The Influence of Gestures on Generosity"

Ellen Garbarino, University of Sydney, Australia*

En Li, Central Queensland University, Australia

2.2	Food, Nutrition and Health I	Courtney Droms, Butler University	<p>"Eat to Be Fit or Fit to Eat? Restrained Eaters' Food Consumption in Response to Fitness Cues"</p> <p>Joerg Koenigstorfer, Pennsylvania State University, USA*</p> <p>Hans Baumgartner, Pennsylvania State University, USA</p> <p>"Increasing Serving-Size Increases Amount Consumed: A Catch-22"</p> <p>Natalina Zlatevska, Bond University, Australia</p> <p>Chris Dubelaar, Bond University, Australia*</p> <p>Stephen Holden, Bond University, Australia</p> <p>"When Soft Drink Taxes Don't Work: A Comparative Study"</p> <p>Andrew Hanks, Cornell University, USA*</p> <p>Brian Wansink, Cornell University, USA</p> <p>David Just, Cornell University, USA</p> <p>"Becoming a Mindful Eater: Improving Food Choices through Emotional Ability Training"</p> <p>Blair Kidwell, Ohio State University, USA</p> <p>Jonathan Hasford, University of Kentucky, USA*</p> <p>David Hardesty, University of Kentucky, USA</p> <p>Terry Childers, Iowa State University, USA</p>
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2.3	Beyond the "Pain of Paying:" The Role of Specific Emotions in Consumers' Reactions to Prices and Payment Decisions	Shelle Santana, New York University, USA	<p>"Price Discounting for Emotional Impact" Aylin Aydinli, London Business School, UK* Marco Bertini, London Business School, UK</p> <p>"Do Emotions Decrease or Increase Present Bias in Monetary Decisions?" Manoj Thomas, Cornell University, USA Joowon Park, Cornell University, USA*</p> <p>"Emotional Effects of Purchase Price-Reference Price Divergence" Isabelle Engeler, University of St. Gallen, Switzerland* Christian Laesser, University of St. Gallen, Switzerland</p> <p>"Beyond Clarity and Confusion: Affective Responses to Price Framing in the Airline Industry" Shelle Santana, New York University, USA* Vicki Morwitz, New York University, USA</p>
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2.4	Brand Attachments	Chair TBD	<p>"Carrying the Torch for the Brand: Inferring Brand Attachment From Logo Signals"</p> <p>Ted Matherly, Oklahoma State University, USA*</p> <p>Amna Kirmani, University of Maryland, USA</p> <p>"Compliments Made Me Bolder: The Role of Self Construal and Brand Status in Brand Attachment and Product Evaluation"</p> <p>Fang Wan, University of Manitoba, Canada*</p> <p>Letty Kwan, Nanyang Technological University, Singapore*</p> <p>Amitava Chattopadhyay, INSEAD, France</p> <p>Hesham Fazel, University of Manitoba, Canada</p> <p>CY Chiu, Nanyang Technological University, Singapore</p> <p>"Love it or Leave it? Diverging from Others Depends on Attachment"</p> <p>Yajin Wang, University of Minnesota, USA*</p> <p>Deborah Roedder John, University of Minnesota, USA*</p> <p>"For Love of Brand and Community: Why Self-Brand Connection Changes the Nature of Social Comparisons Involving Prestige Brands"</p> <p>Jill Sundie, University of Texas at San Antonio, USA*</p> <p>Daniel Beal, Rice University, USA</p> <p>Andrew Perkins, University of Western Ontario, USA</p> <p>James Ward, Arizona State University, USA</p>
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2.5	Roll Out the Red Carpet: The Impact of Customer Treatment on Judgment and Decision Making	Cheng Wang, University of British Columbia, Canada	<p>"Consumer Reactions towards Preferential Treatment" Lan Jiang, University of Oregon, USA* JoAndrea (Joey) Hoegg, University of British Columbia, Canada Darren Dahl, University of British Columbia, Canada</p> <p>"Status By Association" Brent McFerran, University of Michigan, USA* Jennifer Argo, University of Alberta, Canada</p> <p>"Target-Observer Asymmetry in the Use of Persuasion Knowledge" Guang-Xin Xie, University of Massachusetts Boston, USA* Tracy Rank, Rutgers University, USA Kent Grayson, Northwestern University, USA</p> <p>"The Impact of Sales Teams' Perceived Entitativity on Customer Satisfaction" Chen Wang, University of British Columbia, Canada* JoAndrea (Joey) Hoegg, University of British Columbia, Canada Darren Dahl, University of British Columbia, Canada</p>
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2.6	Countervailing the Effects of Poverty: Individual and Collective Strategies among Impoverished Consumers for Sustainable Well-Being	<p>Fredah Mwiti, Lancaster University, UK</p> <p>Andres Barrios, Lancaster University, UK/Universidad de Los Andes, Colombia</p>	<p>"Single Mothers in Poverty: Consumption Paradoxes of Stigma Avoidance" Kathy Hamilton, University of Strathclyde, Scotland*</p> <p>"Configuring Resource via Practices within Consumer Networks: Subsistence Consumers Participating in 'Chama' Networks in Kenya" Fredah Mwiti, Lancaster University, UK*</p> <p>"Using Consumption Practices to Countervail Stigma Experiences and Transform Self-Identity among the Homeless" Andres Barrios, Lancaster University, UK/Universidad de Los Andes, Colombia* Chris Blocker, Baylor University, USA</p> <p>"Vulnerable Consumers: Ethnography of the Consumption of French Farmers Facing Impoverishment" Françoise Passerard, HEC Paris, France* Romain Laufer, HEC Paris, France Kristine De Valck, HEC Paris, France</p>
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2.7	Making Places: Sensemaking and Sensegiving in Domestic, Communal and Retail Settings	Zeynep Arsel, Concordia University, Canada Alain Debenedetti, Université Paris Est, France Philippe Mérigot, INSEEC, France	<p>"The Value of Atmosphere" Jeppe Trolle Linnet, University of Southern Denmark, Denmark*</p> <p>"The Atmosphere of Cosmopolitanism: Mono- or Multi-cultural?" Hanne Pico Larsen, Columbia University, USA* Jonathan Bean, Parsons the New School for Design, USA*</p> <p>"The Dynamics and Continuity of Place Attachment: Cues from a Parisian Wine Bar" Zeynep Arsel, Concordia University, Canada* Alain Debenedetti, Université Paris Est, France* Philippe Mérigot, INSEEC, France*</p> <p>"Creating Home and Community in Public Spaces: Vestaval in Tailgating" John F. Sherry, Jr., University of Notre Dame, USA* Tonya Williams Bradford, University of Notre Dame, USA*</p>
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2.8	Driving Diffusion How Social Networks, Sender Motives, and Item Characteristics Shape Social Epidemics	Jonah Berger, University of Pennsylvania, USA Ezgi Akpinar, Erasmus University Rotterdam, The Netherlands	<p>"Share and Scare: Solving the Communication Dilemma of Early Adopters with a High Need for Uniqueness" Sarit Moldovan, Technion, Israel Institute of Technology, Israel* Yael Yael Steinhart, University of Haifa, Israel Shlomit Ofen, Technion, Israel Institute of Technology, Israel</p> <p>"The Cultural Success of Sensory Metaphorical Phrases" Ezgi Akpinar, Erasmus University Rotterdam, The Netherlands* Jonah Berger, University of Pennsylvania, USA</p> <p>"Ideation and the Spread of Innovative Ideas in Social Networks" Andrew Stephen, University of Pittsburgh, USA* Peter Zubcsek, University of Florida, USA Jacob Goldenberg, The Hebrew University of Jerusalem, Israel</p> <p>"Local Neighborhoods as Early Predictors of Innovation Adoption" Jacob Goldenberg, The Hebrew University of Jerusalem, Israel Sangman Han, Sungkyunkwan University, South Korea Donald R. Lehmann, Columbia University, USA* Jangyuk Lee, Sungkyunkwan University, South Korea Kyung Young Ohk, Sungkyunkwan University, South Korea Daniel Shapira, Sungkyunkwan University, South Korea</p>
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2.9	Goal-Driven Financial Decisions: Understanding the Role of Consumer Goals in Financial Decision Making	Gergana Nenkov, Boston College, USA	<p>"Helping Consumers Get Out of Debt Faster: How Debt Repayment Strategies Affect Motivation to Repay Debt"</p> <p>Keri Kettle, University of Miami, USA*</p> <p>Remi Trudel, Boston University, USA</p> <p>Gerald Häubl, University of Alberta, Canada</p> <p>"Can Small Victories Help Win the War? Evidence from Consumer Debt Management"</p> <p>David Gal, Northwestern University, USA*</p> <p>Blake McShane, Northwestern University, USA</p> <p>"The Influence of Debt Repayment Goals on Repayment Decisions and Perceived Progress"</p> <p>Linda Salisbury, Boston College, USA*</p> <p>Gergana Nenkov, Boston College, USA</p>
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2.10	Effects of Reference Points and Framing on Preference and Choice	Chair TBD	<p>"The Sleeper Framing Effect: The Influence of Frame Valence on Immediate and Retrospective Experiential Judgments"</p> <p>Mathew S. Isaac, Seattle University, USA Morgan Poor, University of San Diego, USA*</p> <p>"Gleaning Signals from Sold-Out Products"</p> <p>Xin Ge, University of Northern British Columbia, Canada* Paul Messinger, University of Alberta, Canada Yuanfang Lin, University of Alberta, Canada</p> <p>"Is Extremeness Aversion Driven by Loss Aversion? Contrasting Reference-Point Models of Durable Product Choice"</p> <p>Nico Neumann, University of New South Wales, Australia* Ashish Sinha, University of New South Wales, Australia</p> <p>"Would You Purchase From A Seller in Alaska? Preference for Differently-Located Sellers in Online Marketplaces"</p> <p>Sae Rom Lee, Pennsylvania State University, USA* Margaret G. Meloy, Pennsylvania State University, USA</p>
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2.11	<p>Sooner Rather Than Later? The Implications of Delay on Enjoyment and Consumption</p>	<p>Min Zhao, University of Toronto, Canada</p>	<p>"The Immediate and Delayed Effects of Price Promotions on Post-Purchase Consumption Experience" Leonard Lee, Columbia University, USA* Claire Tsai, University of Toronto, Canada</p> <p>"Clock-Time, Event-Time and Consumer Decision-Making" Anne-Laure Sellier, HEC Paris, France* Tamar Avnet, Yeshiva University</p> <p>"What's Queuing Worth? Sunk Effort and the Value of A Queue Position" Min Zhao, University of Toronto, Canada* Dilip Soman, University of Toronto, Canada Adelle Yang, University of Chicago, USA</p> <p>"Is It Still Working? The Effects of Task Difficulty on Perceived Duration of Product Efficacy" Veronika Ilyuk, Baruch College, USA* Lauren Block, Baruch College, USA David Faro, London Business School, UK</p>
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2.12	Hedonic Consumption and Experiences	Chair TBD	<p>"Focusing Attention on the Hedonic Experience of Eating and the Changing Course of Hunger and Pleasure"</p> <p>Ji Lu, Nova Scotia Agricultural College, Canada*</p> <p>Jordan LeBel, Concordia University, Canada</p> <p>Catherine Paquet, McGill University, Canada</p> <p>Laurette Dubé, McGill University, Canada</p> <p>"Together or Alone: How the Social Setting of Experiences Impacts Preferences for Improving Versus Declining Sequences"</p> <p>Rajesh Bhargave, The University of Texas at San Antonio, USA*</p> <p>Nicole Montgomery, College of William and Mary, USA</p> <p>"For Fun or Profit: How Shopping Orientation Influences the Effectiveness of Monetary and Nonmonetary Promotions"</p> <p>Oliver B. Büttner, University of Vienna, Austria*</p> <p>Arnd Florack, University of Vienna, Austria</p> <p>Anja S. Göritz, University of Vienna, Austria</p> <p>"The Best and the Bizarre: Prototype and Exemplar-Based Retrospective Evaluations of Experiences"</p> <p>Robert Latimer, New York University, USA*</p> <p>Priya Raghubir, New York University, USA</p>
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2.13	Feeling Mixed? When, Why and To What End Do We Feel Mixed Emotions?	Patti Williams, University of Pennsylvania, USA	<p>"Finding Meaning in Mixed Affective Experiences" Sayantani Mukherjee, California State University Long Beach, USA* Thomas Kramer, University of South Carolina, USA Loraine Lau-Gesk, University of California Irvine, USA</p> <p>"When Do Mixed Emotions Reflect Reality?" Patti Williams, University of Pennsylvania, USA* Jennifer L Aaker, Stanford University, USA</p> <p>"Putting the Consumer in the Picture: Visual Perspectives and Mixed Emotions in Advertising" Iris Hung, National University of Singapore, Singapore* Anirban Mukhopadhyay, Hong Kong University of Science and Technology, China</p> <p>"Mixed Emotional Experience is Associated with and Precedes Improvements in Well-Being" Hal E. Hershfield, New York University, USA* Jonathan M. Adler, Franklin W. Olin College of Engineering, USA</p>
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2.14	Not What I Expected: Unanticipated Consequences of Product Exposure and Use	Adriana Samper, Arizona State University, USA	<p>"Finding Brands and Losing Your Religion?" Keisha M. Cutright, University of Pennsylvania, USA* Tulin Erdem, New York University, USA Gavan J. Fitzsimons, Duke University, USA Ron Shachar, Interdisciplinary Center (IDC), Israel</p> <p>"The Pride (and the Pain?) The Downstream Consequences of Using High-End Products in Performance Situations" Adriana Samper, Arizona State University, USA* James R. Bettman, Duke University, USA Gavan J. Fitzsimons, Duke University, USA</p> <p>"It's Smiling at Me: Satisfying Social Needs Through Consumer Products...At the Expense of Genuine Relationships" James A. Mourey, University of Michigan, USA* Jenny G. Olson, University of Michigan, USA Carolyn Yoon, University of Michigan, USA</p> <p>"Exposure to Unattainable Luxury: Boomerang Effects on Extrinsic and Materialistic Goals" Katrien Meert, Ghent University, Belgium* Inge Lens, Ghent University, Belgium Mario Pandelaere, Ghent University, Belgium</p>
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2.15	ROUNDTABLE: Market System Dynamics: The Value of and the Open Questions Associated with Studying Markets in Consumer Culture Theory	Organizer: Anton Siebert, Witten/Herdecke University, Germany	Anastasia Thyroff, University of Arkansas, USA Ashlee Humphreys, Northwestern University, USA Eminegul Karababa, University of Southern Denmark, Denmark Gokcen Coskuner-Balli, Chapman University, USA Ela Veresiu, Witten/Herdecke University, Germany Markus Giesler, York University, Canada Dannie Kjeldgaard, University of Southern Denmark, Denmark Melea Press, University of Bath, UK Eric J. Arnould, University of Bath, UK John W. Schouten, Aalto University, Finland Jeff B. Murray, University of Arkansas, USA
Coffee Break: 10:45-11:00 a.m.			
Session 3: Friday, October 5 from 11:00 a.m.-12:30 p.m.			

3.1	Raising the Bar: New Insights into the Development of an Optimal Donation Solicitation	Tatiana Fajardo, University of Miami, USA	<p>"Construing Charity: Consumer Construal Level and Charitable Contributions of Time Versus Money"</p> <p>Rhiannon MacDonnell, University of Calgary, Canada*</p> <p>Katherine White, University of British Columbia, Canada</p> <p>"Empathy, Donation, and the Moderating Role of Psychological Distance"</p> <p>Joseph Paniculangara, Alfred University, USA*</p> <p>Xin He, University of Central Florida, USA</p> <p>"Splitting the Decision: Increasing Donations by Recognizing the Differential Impact of Internal and External Considerations"</p> <p>Tatiana Fajardo, University of Miami, USA*</p> <p>Claudia Townsend, University of Miami, USA</p> <p>"For Charities Not All Aesthetics Are Created Equal: The Differential Effects of Aesthetics With and Without Cost Implications on Response to Donor" Solicitations</p> <p>Shweta Oza, University of Miami, USA</p> <p>Claudia Townsend, University of Miami, USA*</p>
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3.2	Of Carrots, Candy, & Self-Control: Decreasing and Increasing Food Consumption	Vladas Griskevicius, University of Minnesota, Carlson School of Management	<p>"Interventions to Get School Children to Eat More Vegetables" Joseph Redden, University of Minnesota, USA* Traci Mann, University of Minnesota, USA Elton Mykerezi, University of Minnesota, USA Marla Reicks, University of Minnesota, USA Zata Vickers, University of Minnesota, USA</p> <p>"In Control of Variety: How Self-Control Reduces the Effect of Food Variety" Kelly Haws, Texas A&M University, USA*</p> <p>"Red, Ripe, and Ready: Effect of Food Color on Consumption" Stephanie Cantu, University of Minnesota, USA* Vladas Griskevicius, University of Minnesota, USA</p> <p>"Mortality Threat Can Increase or Decrease Women's Caloric Intake Depending on Their Childhood Environment" Sarah Hill, Texas Christian University, USA* Christopher Rodeheffer, Texas Christian University, USA Danielle DelPriore, Texas Christian University, USA Max Butterfield, Texas Christian University, USA</p>
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3.3	Factors Shaping Price Perceptions II	Chair TBD	<p>"When and How Price-Dropping Serves as a Coping Mechanism for Price-Jolts" Aaron G. Garvey, Pennsylvania State University, USA*</p> <p>Simon J. Blanchard, Georgetown University, USA</p> <p>Karen Page Winterich, Pennsylvania State University, USA</p> <p>"All Numbers are Not Created Equal: Price Points, Price Processing and Price Rigidity"</p> <p>Haipeng Chen, Texas A&M University, USA*</p> <p>Avichai Snir, Bar-Ilan University, Israel</p> <p>Daniel Levy, Bar-Ilan University, Israel</p> <p>Alex Gotler, Open University, Israel</p> <p>"This Number Just Feels Right: The Impact of Roundness of Numbers on Reliance on Feelings Versus Cognitio"n</p> <p>Monica Wadhwa, INSEAD, Singapore*</p> <p>Kuangjie Zhang, INSEAD, Singapore</p> <p>"You Might not Get what You Ask For: Evidence for and Impact of Non-WTP Reporting in Willingness-to-Pay Surveys"</p> <p>Reto Hofstetter, University of St. Gallen, Switzerland*</p> <p>David Blatter, University of Bern, Switzerland</p> <p>Klaus Miller, University of Bern, Switzerland</p>
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3.4	Brand Constructs	Chair TBD	<p>"Brand Authenticity – Measurement, Antecedents, and Consequences" Verena Schoenmueller, University of Basel, Switzerland* Daniela Schaefer, University of Basel, Switzerland Manfred Bruhn, University of Basel, Switzerland</p> <p>"New Variables for the Brand Prominence Construct" Heather Schulz, University of Nebraska at Kearney, USA* Steven Schulz, University of Nebraska at Kearney, USA</p> <p>"Brand Perception and Gender-Stereotype Products" Alexandra Hess, University of Waikato, New Zealand* Valentyna Melnyk, University of Waikato, New Zealand Carolyn Costley, University of Waikato, New Zealand</p> <p>"When the Accessible Global Identity Leads to Unfavorable Evaluations of Global Products? The Roles of Consumers' Lay Theory on Global and Local Cultures" Yinlong Zhang, UTSA, USA* Yingyi Hong, Nanyang Technological University, Singapore</p>
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3.5	Social Influence of Judgment/Decision Making	Chair TBD	<p>"Virtually Unhappy: How Probability Neglect in Social Comparison Biases Judgments of Satisfaction with Life"</p> <p>Mudra Mukesh, IE Business School-IE University, Spain*</p> <p>Dilney Gonçalves, IE Business School-IE University, Spain</p> <p>"Rebels Without a Clue: Resistance to Social Influence and the Mental Contamination Problem"</p> <p>Randy Stein, University of California, Riverside, USA*</p> <p>Joshua Ackerman, Massachusetts Institute of Technology, USA</p> <p>John Bargh, Yale University, USA</p> <p>"When Making It Easy Leads to Working Harder: Counterintuitive Effects of Popularity Cues on Consumer Decision Making"</p> <p>Erin Younhee Ha, University of Illinois at Urbana-Champaign, USA*</p> <p>Tiffany B. White, University of Illinois at Urbana-Champaign, USA</p> <p>Robert S. Wyer, Chinese University of Hong Kong, China</p> <p>"Actors Conform, Observers Counteract: The Effects of Interpersonal Synchrony on Conformity"</p> <p>Xianchi Dai, Chinese University of Hong Kong, China*</p> <p>Ping Dong, Chinese University of Hong Kong, China*</p> <p>Robert S. Wyer Jr., Chinese University of Hong Kong, China</p>
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3.6	Consumption and Vulnerability	Margaret Hogg, Lancaster University, UK*	<p>"Exploring African-American Women's Lived Experiences with Stigma, Identity, and Consumption" Elizabeth Crosby, University of Wisconsin-LaCrosse, USA*</p> <p>"Using Consumption in Everyday Resistance Practices to Contest Negative Stereotypes: The Case of Teenage Mothers" Emma Banister, University of Manchester, UK* Margaret Hogg, Lancaster University, UK* Mandy Dixon, Lancaster University, UK</p> <p>"Ridiculing the Working Class and Reinforcing Class Boundaries: The Chav Myth and Consumption in the Night-time Space" Hayley Cocker, Lancaster University, UK* Maria Piacentini, Lancaster University, UK Emma Banister, University of Manchester, UK</p> <p>"Is Consumer Culture Good for Women? A Study of the Role of Consumer Culture in Disadvantaged Women's Gender Role Negotiation" Zuzana Chytkova, University of Economics, Czech Republic* Dannie Kjeldgaard, University of Southern Denmark, Denmark*</p>
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3.7	Expanding the Theoretical Understandings of the Place of Consumption in Market Formation and Transformation	Güliz Ger, Bilkent University, Turkey	<p>"The Creation and Transformation of an Illegal Market: Kurdish Music in Turkey" Alev Kuruoğlu, Bilkent University, Turkey*</p> <p>"Myth-Market Collaboration: Transforming a Culturally Contaminated Area into a Thriving Tourism Market" Ela Veresiu, Witten/Herdecke University, Germany*</p> <p>"Beyond the Social System: Understanding Markets as Consumers" Markus Giesler, York University, Canada*</p> <p>"Consumer Markets and Value Transformation in the Global Context" Alladi Venkatesh, University of California Irvine, USA* Lisa Peñaloza, Ecole des Hautes Etudes Commerciales du Nord, France Özlem Sandıkcı, Bilkent University, Turkey</p>
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3.8	Social Influence	Lei Huang, Dalhousie University, Canada	<p>"How Does Social Power Promote Financial Risk Taking? The Role of Agency-Communion" Didem Kurt, University of Pittsburgh, USA*</p> <p>"Risk Taking vs. Risk Avoiding: The Importance of Different Types of Social Support and Their Functions" Lili Wang, Zhejiang University, China* Tanya Chartrand, Duke University, USA Wei Lv, Shanghai Jiao Tong University, China</p> <p>"Should You or Could You? The Effect of Social Influence in Text Warnings against Product Placement and the Moderating Role of Self-Monitoring" Tina Tessitore, Ghent University, Belgium* Maggie Geuens, Ghent University, Belgium and Vlerick Leuven Gent Management School</p> <p>"The Secondary Contamination Effect of Luck" Chun-Ming Yang, Ming Chuan University, Taiwan* Edward Ku, National Kaohsiung University of Hospitality and Tourism, Taiwan</p>
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3.9	Finances and the Stock Market	Corinne Faure, Grenoble Ecole de Management, France*	<p>"A Meta-Analytic and Psychometric Investigation of the Effect of Financial Literacy on Downstream Financial Behaviors" Daniel Fernandes, Erasmus University, The Netherlands* John G. Lynch, Jr., University of Colorado, USA Richard Netemeyer, University of Virginia, USA</p> <p>"An Examination of the Effects of Market Returns and Market Volatility on Investor Risk Tolerance and Investment Allocation Decisions" Courtney M. Droms, Butler University, USA* Kurt Carlson, Georgetown University, USA William G. Droms, Georgetown University, USA</p> <p>"Slow Sinkers Are the Real Stinkers: Why a Plummeting Stock Price Can Be Better for Investors Than a Gradual Decline" Neil Brigden, University of Alberta, Canada* Gerald Häubl, University of Alberta, Canada</p> <p>"When Status Pulls You One Way and Another: A Dilemma for Sustainable Investments" Hannah Winkler von Mohrenfels, University of Frankfurt, Germany Corinne Faure, Grenoble École de Management, France* Daniel Klapper, University of Frankfurt, Germany</p>
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3.10	Goal Pursuit	Chair TBD	<p>"Money as an Influencer of Goal Pursuit" Gülen Sarial-Abi, Koç University, Turkey* Kathleen D. Vohs, University of Minnesota, USA</p> <p>"Judging by Appearances: The Effect of Goal Pursuit on Product Preferences" Tess Bogaerts, Ghent University, Belgium* Mario Pandelaere, Ghent University, Belgium</p> <p>"The Influence of Salient Self-Attribution on Self-Image and Subsequent Goal Pursuit" Nina Gros, Maastricht University, The Netherlands* Kelly Geyskens, Maastricht University, The Netherlands Caroline Goukens, Maastricht University, The Netherlands Ko de Ruyter, Maastricht University, The Netherlands</p> <p>"Should I Get in Shape or Get Closer to 'Mr. Health'? The Effects of Goal Anthropomorphization on Goal Pursuit" Frank May, University of South Carolina, USA*</p>
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3.11	From the Field: New Research on Interventions, Commitments and Behavior Change	Ayelet Gneezy, University of California San Diego, USA	<p>"Taming Temptation: Targeting Self-Control Increases Healthy Food Behaviors"</p> <p>Janet Schwartz, Tulane University, USA*</p> <p>Jason Riis, Harvard University, USA</p> <p>Brian Elbel, New York University, USA</p> <p>Daniel Mochon, Tulane University, USA</p> <p>Dan Ariely, Duke University, USA</p> <p>"Exercising to the Lowest Common Denominator"</p> <p>Leslie K. John, Harvard University, USA*</p> <p>Michael I. Norton, Harvard University, USA</p> <p>"Under-Savers Anonymous: Evidence on Self-Help Groups and Peer Pressure as a Savings Commitment Device"</p> <p>Felipe Kast, Pontificia Universidad Catolica de Chile, Chile</p> <p>Stephan Meier, Columbia University, USA*</p> <p>Dina Pomeranz, Harvard University, USA</p> <p>"Commitment and Environmental Behavior Change: Evidence from the Field"</p> <p>Katie Baca-Motes, Disney Research, USA</p> <p>Amber Brown, Disney Research, USA</p> <p>Ayelet Gneezy, University of California San Diego, USA</p> <p>Elizabeth Keenan, University of California San Diego, USA*</p> <p>Leif D. Nelson, University of California Berkeley, USA</p>
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3.12	Managing Service Encounters	Chair TBD	<p>"Is More Always Better? Examining the Effects of Highly Attentive Service" Maggie Wenjing Liu, Tsinghua University, China* Hean Tat Keh, Queensland University, Australia Zhijun Zhang, Beijing University, China</p> <p>"Bonding Through Service Friendliness: A Potential Double-Edged Sword" Elison Lim, Nanyang Technological University, Singapore* Yih Hwai Lee, National University of Singapore, Singapore Maw Der Foo, University of Colorado-Boulder, USA</p> <p>"The Importance of Warmth and Competence in the Acquisition and Retention of New Customers" Iana Castro, San Diego State University, USA* Scott Thompson, University of Georgia, USA* James Ward, Arizona State University, USA</p> <p>"Reducing Majority Customers' Prejudiced Behavior in Inter-Ethnic Service Encounters - Applying a Stress and Coping Framework" Simon Brach, Friedrich-Schiller-Universität Jena, Germany* Gianfranco Walsh, Friedrich-Schiller-Universität Jena, Germany Arne Albrecht, Friedrich-Schiller-Universität Jena, Germany David Dose, Friedrich-Schiller-Universität Jena, Germany Patrick Hille, Friedrich-Schiller-Universität Jena, Germany Mario Schaarschmidt, Friedrich-Schiller-Universität Jena, Germany</p>
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3.13	In Pursuit of Happiness: Towards Understanding the Complex Relationship Between Consumption and Happiness	Jingjing Ma, Northwestern University, USA Haiyang Yang, INSEAD, Singapore Neal Roese, Northwestern University, USA	<p>"Taking Advantage of Real and Perceived Differences between Material and Experiential Purchases" Travis Carter, University of Chicago, USA* Emily Rosenzweig, Cornell University, USA Thomas Gilovich, Cornell University, USA</p> <p>"More Possessions Can Make You Less Happy" Haiyang Yang, INSEAD, Singapore* Ziv Carmon, INSEAD, Singapore Ravi Dhar, Yale University, USA</p> <p>"The Countability Effect: Comparative Versus Experiential Reactions to Reward Distributions" Jingjing Ma, Northwestern University, USA* Neal Roese, Northwestern University, USA</p> <p>"When Happiness Doesn't Seem Contingent on Material Goods: The Influence of Positive Affect on Materialism and Conspicuous Consumption" Jin Pyone, Cornell University, USA* Alice Isen, Cornell University, USA</p>
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3.14	New Directions in Word-of-Mouth	<p>Ezgi Akpinar, Erasmus University Rotterdam, The Netherlands</p> <p>Jonah Berger, University of Pennsylvania, USA</p>	<p>"When Controversy Begets Conversation"</p> <p>Zoey Chen, Georgia Tech, USA*</p> <p>Jonah Berger, University of Pennsylvania, USA</p> <p>"Rating with Confidence: Rating Certainty and Word-of-Mouth Behavior"</p> <p>Yu-Jen Chen, University of Maryland, USA*</p> <p>David Godes, University of Maryland, USA</p> <p>"Valuable Virality: The Effect of Advertising Appeals and Brand Integralness"</p> <p>Jonah Berger, University of Pennsylvania, USA*</p> <p>Ezgi Akpinar, Erasmus University Rotterdam, The Netherlands</p> <p>"When and Why Does Paying for User-Generated Content Pay Off? Effects of Solicitation and Disclosure Mechanisms on Consumer Perceptions"</p> <p>Christilene Du Plessis, INSEAD, France*</p> <p>Andrew Stephen, University of Pittsburgh, USA</p> <p>Yakov Bart, INSEAD, France</p>
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3.15	ROUNDTABLE: Journal of Consumer Research (JCR) Reviewer Workshop	Organizers: Ann McGill, Editor, University of Chicago, USA Laura Peracchio, Editor, University of Wisconsin-Milwaukee, USA	Rashmi Adaval, Hong Kong University of Science and Technology, China* Søren Askegaard, University of Southern Denmark, Denmark Hans Baumgartner, Pennsylvania State University, USA Lauren Block, Baruch College/CUNY, USA James Burroughs, University of Virginia, USA Margaret C. Campbell, University of Colorado, USA Darren Dahl, University of British Columbia, Canada Aimee Drolet, University of California Los Angeles, USA Jennifer Edson Escalas, Vanderbilt University, USA Eileen Fischer, York University, USA Gavan J. Fitzsimons, Duke University, USA Kent Grayson, Northwestern University, USA Rebecca Hamilton, University of Maryland, USA Joel Huber, Duke University, USA Gita V. Johar, Columbia University, USA Page Moreau, University of Colorado, USA Brian Ratchford, University of Texas at Dallas, USA Rebecca Ratner, University of Maryland, USA Jaideep Sengupta, Hong Kong University of Science and Technology, China Baba Shiv, Stanford University, USA Craig Thompson, University of Wisconsin, USA Patti Williams, University of Pennsylvania, USA
ACR Lunch/Presidential Address: 12:30-2:00 p.m.			
Session 4: Friday, October 5 from 2:00-3:15 p.m.			

4.1	Prosocial Consumer Behavior	Mudra Mukesh, IE Business School, Spain	<p>"CSR Activists or Eco-Grumps? Identifying Distinct Subgroups of Attitudes Towards Corporate Social Responsibility and Analyzing Unobserved Heterogeneity in Consumers' Responses to CSR Advertisements"</p> <p>Laura Marie Schons, Ruhr University of Bochum, Germany*</p> <p>Benjamin Quaiser, Ruhr University of Bochum, Germany</p> <p>Jan Wieseke, Ruhr University of Bochum, Germany</p> <p>"Quality or Responsibility? The Impact of Two Categories of Corporate Social Responsibility on the Consumer-Brand Relationship"</p> <p>Lei Huang, Dalhousie University, Canada*</p> <p>"Good Deeds, Risky Bids: Accessible Pro-Social Behavior Increases Monetary Risk Taking"</p> <p>Maria Blekher, Ben-Gurion University of the Negev, Israel*</p> <p>Shai Danziger, Tel-Aviv University, Israel</p> <p>Amir Grinstein, Ben-Gurion University of the Negev, Israel</p> <p>"Paying for Philanthropy? The Pro-Social Boundaries of Monetary Prize Incentives in Idea Co-Creation"</p> <p>Christoph Ihl, RWTH Aachen University, Germany*</p> <p>Alexander Vossen, RWTH Aachen University, Germany*</p>
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4.2	Come Eat With Us: Social Influences in the Food Domain	Peggy J. Liu, Duke University, USA	<p>"The Dove Effect: How Normalizing Overweight Body Types Increases Unhealthy Food Consumption and Lowers Motivation to Engage in Healthy Behaviors"</p> <p>Lily Lin, University of British Columbia, Canada*</p> <p>Brent McFerran, University of Michigan, USA</p> <p>"Matching Choices to Minimize Offense: Avoiding Offending Stigmatized Group Members by Making Similar Choices for Them and for Us"</p> <p>Peggy J. Liu, Duke University, USA*</p> <p>Troy H. Campbell, Duke University, USA</p> <p>Gavan J. Fitzsimons, Duke University, USA</p> <p>Grainne M. Fitzsimons, Duke University, USA</p> <p>"Using Contextual Positioning to Bias Healthier Social Behavior"</p> <p>Brennan Davis, Baylor University, USA*</p> <p>Beth Vallen, Fordham University, USA</p> <p>Brian Wansink, Cornell University, USA</p> <p>"Created Equal? The Morality of Food and the People Who Eat It"</p> <p>Jenny G. Olson, University of Michigan, USA*</p> <p>Brent McFerran, University of Michigan, USA</p> <p>Andrea C. Morales, Arizona State University, USA</p> <p>Darren W. Dahl, University of British Columbia, Canada</p>
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4.3	Pricing and Promotions	Chair TBD	<p>"A Penny Saved is Another Penny Spurned: The Effect of Promotions on Consumer Impatience"</p> <p>Franklin Shaddy, Columbia University, USA*</p> <p>Leonard Lee, Columbia University, USA</p> <p>"Effects of Set Size, Scarcity, Packaging, and Taste on the Marketing Placebo Effect"</p> <p>Scott Wright, University of Cincinnati, USA*</p> <p>José Mauro da Costa Hernandez, Centro Universitário da FEI, Brazil</p> <p>Aparna Sundar, University of Cincinnati, USA</p> <p>John Dinsmore, University of Cincinnati, USA</p> <p>Frank Kardes, University of Cincinnati, USA</p> <p>"Do Price Promotions Lead to a Reduction of the Internal Reference Price and If So, Under Which Conditions Is This Effect Less Strong?"</p> <p>Bambauer-Sachse, University of Fribourg, Switzerland*</p> <p>Angélique Dupuy, University of Fribourg, Switzerland</p> <p>"Alliteration Alters: Its Influence in Perceptions of Product Promotions and Pricing"</p> <p>Derick Davis, Virginia Tech, USA*</p> <p>Rajesh Bagchi, Virginia Tech, USA</p> <p>Lauren Block, Baruch College, USA</p>
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4.4	Brand Strength	Chair TBD	<p>"When Lower is Better: The Impact of Activated Number Interpretation Frames on Reactions to Alpha-Numeric Brand Names"</p> <p>Anneleen Van Kerckhove, Ghent University, Belgium Hendrik Slabbinck, Ghent University, Belgium* Mario Pandelaere, Ghent University, Belgium</p> <p>"Mere-Alignability of Alphanumeric Brand Names: How Exposure to Mercedes C350 Affects the Choice Between BMW 335i and BMW 330i"</p> <p>Kunter Gunasti, University of Connecticut, USA* Berna Devezer, Michigan State University, USA*</p> <p>"Shape Matters: How Does Logo Shape Inference Shape Consumer Judgments"</p> <p>Yuwei Jiang, Hong Kong Polytechnic University, China Gerald J. Gorn, University of Hong Kong, China* Maria Galli, Hong Kong University of Science and Technology, China Amitava Chattopadhyay, INSEAD, Singapore</p> <p>"'Seeing' the Consumer-Brand Relationship: How Relative Physical Position Influences Relationship Perceptions"</p> <p>Xun (Irene) Huang, The Chinese University of Hong Kong, China* Xiuping Li, National University of Singapore, Singapore* Meng Zhang, The Chinese University of Hong Kong, China*</p>
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4.5	Expectations and Biases in Judgment and Decision Making	Chair TBD	<p>"Predicting Consumer Preference: Prediction Strategy and Data Presentation" Jaewoo Joo, Kookmin University, South Korea*</p> <p>"The Category Size Bias and Consumers' Perceptions of Risk" Mathew S. Isaac, Seattle University, USA Aaron R. Brough, Pepperdine University, USA*</p> <p>"Taking the Complexity Out of Complex Product Customization Decisions" Christian Hildebrand, University of St. Gallen, Switzerland* Jan R. Landwehr, University of St. Gallen, Switzerland Andreas Herrmann, University of St. Gallen, Switzerland Gerald Häubl, University of Alberta, Canada</p> <p>"When Hopes are Dashed: Sour Grapes or Searching for Greener Pastures?" Aaron M. Garvey, Pennsylvania State University, USA* Margaret G. Meloy, Pennsylvania State University, USA Baba Shiv, Stanford University, USA</p>
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4.6	Changing Identity	Debbie Keeling, University of Manchester, UK	<p>"Seeking the Coherent Self: A Process of Alignment" Michal Carrington, LaTrobe University, Australia* Benjamin Neville, University of Melbourne, Australia Robin Canniford, University of Melbourne, Australia</p> <p>"Rooted Identity: Negotiations of Identity from Juxtaposing Past and Present" Leah Carter Schneider, York University, Canada* Julia Creet, York University, Canada</p> <p>"Trajectories of the Self: A Phenomenological Study of Women's Changing Faces Reflected in Cosmetics Consumption" Chihling Liu, University of Manchester, UK* Debbie Keeling, University of Manchester, UK Margaret Hogg, Lancaster University, UK*</p> <p>"Forced Transformation and Consumption Practices in Liquid Times" Andres Barrios, Lancaster University, UK/Universidad de los Andes, Colombia* Maria Piacentini, Lancaster University, UK Laura Salciuviene, Lancaster University, UK</p>
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4.7	Glocal Consumption Issues	Chair TBD	<p>"The Before and After: A Study of Plastic Surgery Consumption with Young Women in Brazil"</p> <p>Fernanda Borelli, Universidade Federal do Rio de Janeiro, Brazil*</p> <p>Leticia Casotti, Universidade Federal do Rio de Janeiro, Brazil*</p> <p>"'I Would Want a Magic Gift': Desire for Romantic Gift Giving and the Cultural Fantasies of Baby Boomers in Japan"</p> <p>Yuko Minowa, Long Island University, USA*</p> <p>Takeshi Matsui, Hitotsubashi University, Japan*</p> <p>Russell Belk, York University, Canada*</p> <p>"Cyber-Jihad: Islamic Consumer Activism on the Web"</p> <p>Elif Izberk-Bilgin, University of Michigan-Dearborn, USA*</p> <p>"Mythologized Glocalization of Popular Culture: A Postcolonial Perspective"</p> <p>Soonkwan Hong, Michigan Technological University, USA*</p> <p>Chang-Ho Kim, Nam-Seoul University, South Korea</p>
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4.8	Deepening Our Understanding of Depletion: New Causes, Boundaries, and Processes	Kathleen D. Voh,University of Minnesota, and Yael Zemack-Rugar, Virginia Tech	<p>"What You Don't Know Can Hurt You: Uncertainty Depletes Self-Regulatory Resources"</p> <p>Jessica Alquist, Florida State University, USA Roy Baumeister, Florida State University, USA* Dianne Tice, Florida State University, USA</p> <p>"Haunts or Helps from the Past: How Does Recalling Past Self-Control Acts Affect Current Self-Control?"</p> <p>Hristina Dzhogleva, University of Pittsburgh, USA* Cait Poynor Lamberton, University of Pittsburgh, USA Kelly Haws, Texas A&M University, USA</p> <p>"Motivation, Personal Beliefs, and Limited Resources All Contribute to Self-Control"</p> <p>Kathleen D. Vohs, University of Minnesota, USA* Roy Baumeister, Florida State University, USA Brandon Schmeichel, Texas A&M University, USA</p> <p>"A Reexamination of the Role of Negative Affect in Resource Depletion Effects"</p> <p>Yael Zemack-Rugar, Virginia Tech, USA*</p>
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4.9	Financial Incentives and Consumer Choice	Boris Maciejovsky, Imperial College London, UK	<p>"Performance-Contingent Discounts and Consumer Choice" Dan Ariely, Duke University, USA Boris Maciejovsky, Imperial College London, UK* Nina Mazar, University of Toronto, Canada</p> <p>"Consumer Reactance to Conditional Price Promotions" Aylin Aydinli, London Business School, UK* Marco Bertini, London Business School, UK</p> <p>"Placebo/Placui Effects Of Marketing Actions: Consumers Get What They Pay/Paid For" Bram Van den Bergh, Erasmus University Rotterdam, The Netherlands* Bart de Langhe, University of Colorado, USA</p> <p>"Macroeconomic Threat Increases Preference for Mainstream Products" Stacey Finkelstein, Columbia University, USA* Kimberly Rios, University of Chicago, USA</p>
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4.10	Designing Effective Choice Architectures	Oleg Urminsky, University of Chicago, USA	<p>"In Search Of Optimally Effective Defaults" Indranil Goswami, University of Chicago, USA* Oleg Urminsky, University of Chicago, USA</p> <p>"Redundant Information as a Choice Architecture Tool: How Attribute Decomposition on Displays can be Used to Highlight Important Dimensions for Consumers" Christoph Ungemach, Columbia University, USA* Adrian Camilleri, Duke University, USA Eric Johnson, Columbia University, USA Rick Larrick, Duke University, USA Elke Weber, Columbia University, USA</p> <p>"Product-Level and Segment-Level Differences in the Effectiveness of a Longitudinal Labeling and Choice Architecture Intervention at a Large Hospital Cafeteria" Jason Riis, Harvard University, USA* Susan Barraclough, Massachusetts General Hospital, USA Doug Levy, Massachusetts General Hospital, USA Lillian Sonnenberg, Massachusetts General Hospital, USA Anne Thorndike, Massachusetts General Hospital, USA</p> <p>"Why are Benefits Left on the Table? Assessing the Role of Information, Complexity, and Stigma on Take-up with an IRS Field Experiment" Saurabh Bhargava, Carnegie Mellon University, USA* Day Manoli, University of California Los Angeles, USA</p>
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4.11	Inside The Turk: Methodological Concerns and Solutions in Mechanical Turk Experimentation	Gabriele Paolacci, Erasmus University Rotterdam, The Netherlands*	<p>"Data Collection in a Flat World: Strengths and Weaknesses of Mechanical Turk Samples"</p> <p>Joseph K. Goodman, Washington University in St. Louis, USA*</p> <p>Cynthia E. Cryder, Washington University in St. Louis, USA</p> <p>Amar Cheema, University of Virginia, USA</p> <p>"Screening Participants on Mechanical Turk: Techniques and Justifications"</p> <p>Julie S. Downs, Carnegie Mellon University, USA*</p> <p>Mandy B. Holbrook, Carnegie Mellon University, USA</p> <p>Emily Peel, Carnegie Mellon University, USA</p> <p>"Under the Radar: Determinants of Honesty in an Online Labor Market"</p> <p>Daniel G. Goldstein, Yahoo! Research, USA*</p> <p>Winter Mason, Stevens Institute of Technology, USA</p> <p>Siddharth Suri, Yahoo! Research, USA</p> <p>"Non-Naivety Among Experimental Participants on Amazon Mechanical Turk"</p> <p>Jesse Chandler, Princeton University, USA</p> <p>Pam Mueller, Princeton University, USA</p> <p>Gabriele Paolacci, Erasmus University Rotterdam, The Netherlands*</p>
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4.12	When It's What's Outside that Matters: Recent Findings on Product and Packaging Design	Julio Sevilla, University of Miami, USA	<p>"Transparent Packaging and Consumer Purchase Decisions" Darron Billeter, Brigham Young University, USA* Meng Zhu, Johns Hopkins University, USA J. Jeffrey Inman, University of Pittsburgh, USA</p> <p>"The Effect of Product Shape Closure on Perceptions of Quantity, Preference and Consumption" Julio Sevilla, University of Miami, USA* Barbara E. Kahn, University of Pennsylvania, USA</p> <p>"Humor Versus Aesthetics in Product Design: Their Impact on Ownership Pride" Gratiana Pol, University of Southern California, USA* C.W. Park, University of Southern California, USA Martin Reimann, University of Southern California, USA</p> <p>"Where You Say It Matters: How Product Package Ads Increase Message Believability" Claudia Townsend, University of Miami, USA Tatiana Fajardo, University of Miami, USA* Juliano Laran, University of Miami, USA</p>
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4.13	Consumption among Children and Adolescents	Chair TBD	<p>"Exposure to Food Temptation Improves Children's Resistance to Similar Food Temptations"</p> <p>Aiste Grubliauskiene, KU Leuven, Belgium*</p> <p>Siegfried Dewitte, KU Leuven, Belgium</p> <p>Luk Warlop, KU Leuven, Belgium and BI Norwegian Business School, Norway</p> <p>"The Theory of Planned Behavior: A Meta-Analytic Review on Its Applicability during Adolescence"</p> <p>Markus Blut, TU Dortmund University, Germany</p> <p>Ulya Haenraets, TU Dortmund University, Germany*</p> <p>Vera Scholz, TU Dortmund University, Germany</p> <p>"How Do Adolescents Define Consumer Vulnerability? Toward A Youth-Centric Approach"</p> <p>Wided Batat, University of Lyon 2, France*</p> <p>"'Happiness Ain't Always Material Things' (Destiny by Michael Jackson)-- Or, Is It?"</p> <p>Lan Nguyen Chaplin, Villanova University, USA*</p> <p>Tina M. Lowrey, University of Texas at San Antonio, USA</p> <p>Kristin Trask, University of Texas at San Antonio, USA</p> <p>Ayalla Ruvio, Temple University, USA</p>
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4.14	Regulatory Focus and Fit	Chair TBD	<p>"To Think or Not to Think: The Pros and Cons of Thought Suppression" Natalina Zlatevska, Bond University, Australia* Elizabeth Cowley, University of Sydney, Australia</p> <p>"Unintended Effects of Implementation Intentions on Goal Pursuit Initiation vs. Persistence: Substitution and Acceleration" Jelena Spanjol, University of Illinois at Chicago, USA* Leona Tam, Old Dominion University, USA* José Antonio Rosa, University of Wyoming, USA</p> <p>"The Impact of Goal (Non)attainment on Behavior through Changes in Regulatory Focus" Danielle Mantovani, Federal University of Parana, Brazil* Paulo Prado, Federal University of Parana, Brazil Eduardo B. Andrade, University of California Berkeley, USA</p> <p>"'My LV bag is a Counterfeit': The Role of Regulatory Focus in Consumer Deceptive Behavior" So Hyun Bae, Nanyang Technological University, Singapore* Sharon Ng, Nanyang Technological University, Singapore</p>
4.15	ROUNDTABLE: "Death and All His Friends:" The Role of Identity, Ritual, and Disposition in the Consumption of Death	Organizer: Susan Dobscha, Bentley University, USA	<p>Jenna Drenten, University of Georgia, USA Kent Drummond, University of Wyoming, USA Terrance Gabel, University of Arkansas, Fort Smith, USA Christopher Hackley, Royal Holloway, University of London, UK Sidney Levy, University of Arizona, USA Jeffrey Podoshen, Franklin and Marshall College, USA Dennis Rook, University of Southern California, USA Katherine Sredl, University of Notre Dame, USA Rungpaka Amy Tiwsakul, Durham University, UK Ekant Veer, University of Canterbury, NZ</p>
Coffee Break: 3:15-3:30 p.m.			
Session 5: Friday, October 5 from 3:30-4:45 p.m.			

5.1	How Corporate Social Responsibility Influences Consumers	John Peloza, Florida State University, USA	<p>"Is Corporate Social Responsibility Good For You? How Corporate-Level CSR Impacts Consumer Perceptions of Product-Level Attributes"</p> <p>John Peloza, Florida State University, USA*</p> <p>Christine Ye, Florida State University, USA</p> <p>"Managing Charitable Giving: Cause Portfolio Dimensions and Their Impact on Stakeholder Evaluations"</p> <p>A. Meike Eilert, University of South Carolina, USA</p> <p>Stefanie Rosen Robinson, North Carolina State University, USA*</p> <p>Satish Jayachandran, University of South Carolina, USA</p> <p>"Can Social Responsibility Backfire? The Role of Intentions in Times of Corporate Crisis"</p> <p>Katie Kelting, University of Arkansas, USA*</p> <p>Adam Duhachek, University of Indiana, USA*</p> <p>Durairaj Maheswaran, New York University, USA</p> <p>"Is Less More When Communicating Sustainability? Consumer Response to Ambiguous Versus Detailed Sustainability Product Labels"</p> <p>Rebecca Walker Naylor, Ohio State University, USA*</p> <p>Remi Trudel, Boston University, USA*</p>
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5.2	Consuming Luxury Goods	Chair TBD	<p>"'Because I'm Worth It' - Luxury and the Construction of Consumers' Selves"</p> <p>Andrea Hemetsberger, University of Innsbruck, Austria*</p> <p>Sylvia von Wallpach, University of Innsbruck, Austria*</p> <p>Martina Bauer, University of Innsbruck, Austria*</p>
			<p>"From Luxury Counterfeits to Genuine Goods: Why Would Consumers Switch?"</p> <p>Anne-Flore Maman Larraufie, INSEEC, France*</p>
			<p>"Powerlessness-induced Compensatory Consumption: the Preference for Experiential vs. Material Luxury Products"</p> <p>Ayalla Ruvio, Temple University, USA*</p> <p>David Dubois, INSEAD, France</p>
			<p>"How Does Power Affect the Evaluations of Luxury Brand Extensions?"</p> <p>Youngseon Kim, University of Texas at San Antonio, USA*</p> <p>Yinlong Zhang, University of Texas at San Antonio, USA</p>

5.3	<p>Disadoption: Invited Co-Chairs' Session Acknowledging Donald Lehmann's Advocacy of Diversity in Consumer Research</p>	<p>Donald Lehmann, Columbia University, USA,</p>	<p>"Disadoption" Donald Lehmann, Columbia University, USA* Jeffrey Parker, Georgia State University, USA</p> <p>"Disadopting Unsustainable Consumption" Min Ding, Pennsylvania State University, USA*</p> <p>"Disadoption through the Relationship Lens" Susan Fournier, Boston University, USA* Claudio Alvarez, Boston University, USA Jill Avery, Simmons College, USA</p> <p>"When Firms Disadopt Consumers: Exploring How Consumers Respond to Firm-Initiated Relationship Disengagement" Martin Mende, University of Kentucky, USA* Maura Scott, University of Kentucky, USA Katherine Lemon, Boston College, USA* Scott Thompson, University of Georgia, USA</p>
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5.4	Branding and Product Issues	Chair TBD	<p>"Decrease or Enhance? Assessment of the Effect of Shanzhai on the Original Products"</p> <p>Liangyan Wang, Shanghai Jiao Tong University, China*</p> <p>Yitong Wang, Tsinghua University, China</p> <p>Connie Pechmann, University of California, Irvine</p> <p>"How Accidents Can Be Good For the Brand: The Role of Accident-Brand Stereotype Match and Self-Brand Congruity in User Accidents"</p> <p>Tarje Gaustad, BI Norwegian Business School, Norway*</p> <p>Jakob Utgård, BI Norwegian Business School, Norway</p> <p>Gavan J. Fitzsimons, Duke University, USA</p> <p>"What Effect Does the Relationship Portfolio have on Well Being? Comparing the Impact of Brand, Service, and Interpersonal Relationships"</p> <p>Seung Hwan (Mark) Lee, Colorado State University, USA*</p> <p>Allison Johnson, University of Western Ontario, Canada</p> <p>Matthew Thomson, University of Western Ontario, Canada</p> <p>"Can Successful Brand Extensions Result in Brand Dilution?: The Role of Desire Satiation in Luxury Brand Extensions"</p> <p>Vanessa Patrick, University of Houston, USA</p> <p>Sonja Prokopec, ESSEC Business School, France*</p>
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5.5	Judgment and Affect/Emotion	Chair TBD	<p>"Growing with Love: Priming Attachment Security Enhances Exploratory Consumer Behaviors"</p> <p>Yuan-Yuan Li, KU Leuven, Belgium*</p> <p>Sabrina Bruyneel, KU Leuven, Belgium</p> <p>Luk Warlop, KU Leuven, Belgium and BI Norwegian Business School, Norway</p> <p>"Uncertainty Increases People's Reliance on Their Feelings"</p> <p>Ali Faraji-Rad, Columbia University, USA*</p> <p>Michel Tuan Pham, Columbia University, USA</p> <p>"Sadder, but Not Wiser: The Myopia of Misery"</p> <p>Jennifer S. Lerner, Harvard University</p> <p>Ye Li, Columbia University, USA*</p> <p>Elke Weber, Columbia University, USA</p> <p>"Shifting Away From Discomfort: Managing Decision Difficulty Through Emotion Regulation"</p> <p>Stephanie M. Carpenter, University of Michigan, USA*</p> <p>J. Frank Yates, University of Michigan, USA</p> <p>Stephanie D. Preston, University of Michigan, USA</p> <p>Lydia Chen, University of Michigan, USA</p>
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5.6	Diverse Identities	Soonkwan Hong, Michigan Technological University, USA	<p>"An Examination of Social Collective Decision-Making" Julie Tinson, University of Stirling, UK* Peter Nuttall, University of Bath, UK*</p> <p>"When Motherhood Is Too Hard to Face: Anti-Consumption in Difficult Pregnancy" Tonner Andrea, University of Strathclyde, UK*</p> <p>"Living Diversity. Developing a Typology of Consumer Cultural Orientations in Culturally Diverse Marketplaces: Consequences for Consumption" Eva Kipnis, Coventry Business School, UK* Julie Emontspool, University of Southern Denmark, Denmark* Amanda J Broderick, University of Salford, UK</p> <p>"Cyborg as Commodity: Exploring Conceptions of Self-Identity, Body and Citizenship within the Context of Emerging Transplant Technology" Ai-Ling Lai, University of Leicester, UK*</p>
5.7	Compelling Consumer Contexts	Chair TBD	<p>"Consuming 'Media Trash:' When 'Bad' Can Be 'Good'" Bjoern Bohnenkamp, University of Muenster, Germany* Caroline Wiertz, Cass Business School, UK Thorsten Hennig-Thurau, University of Muenster, Germany</p> <p>"'Great Sleep' as a Form of Hedonic Consumption" Anu Valtonen, University of Lapland, Finland* Johanna Moisander, Aalto University School of Economics, Finland*</p> <p>"Cars for Sale! An Ethnography of the Collusion of Space and Consumption in Power and Agency Struggles" Helene de Burgh-Woodman, University of Notre Dame, Australia*</p> <p>"Global Service Providers and Social Exclusion: The Case of Mass-Tourism in the Dominican Republic" Nacima Ourahmoune, Reims Management School (RMS), France*</p>

5.8	<p>"Hell is Other People": When Others Make Us Impulsive, Selfish and Judgmental and Factors that Help Us Fight This</p>	<p>Jin Youn, Northwestern University, USA</p>	<p>"Mo' Men, Mo' Problems: Sex Ratio, Impulsive Spending, and Conspicuous Consumption"</p> <p>Vladas Griskevicius, University of Minnesota, USA*</p> <p>Joshua Ackerman, Massachusetts Institute of Technology, USA</p> <p>Yajin Wang, University of Minnesota, USA</p> <p>Andrew White, Arizona State University, USA</p> <p>"The Green-Eyed Monster is Motivated: How Incidental Envy Triggers an Agentic Orientation"</p> <p>Jin Youn, Northwestern University, USA*</p> <p>Kelly Goldsmith, Northwestern University, USA</p> <p>"(Secretly) Blowing out Candles to Make Ours Burn Brighter: The Relationship between Self-Esteem, Malicious Envy, and Interpersonal Behaviors"</p> <p>Cait Lamberton, University of Pittsburgh, USA*</p> <p>Kirk Kristofferson, University of British Columbia, Canada</p> <p>Darren W. Dahl, University of British Columbia, Canada</p> <p>"Do the Crime, Always Do the Time? The Effects of Social Norm Violations on Consumer Reactions"</p> <p>Lily Lin, University of British Columbia, Canada*</p> <p>Darren W. Dahl, University of British Columbia, Canada</p> <p>Jennifer Argo, University of Alberta, Canada</p>
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5.9	Aging Consumers	S. (Ratti) Ratneshwar, University of Missouri, USA*	<p>"Improving Associative and Item Memory for Brands among Elderly Consumers"</p> <p>Praggyan Mohanty, Governors State University, USA*</p> <p>S. (Ratti) Ratneshwar, University of Missouri, USA*</p> <p>Moshe Naveh-Benjamin, University of Missouri, USA</p> <p>"How Does the Finitude Feeling Impact Consumption Meanings? Exploring the Elderly's Significant Purchases"</p> <p>Bourcier-Bequaert Bénédicte, ISC Paris*</p> <p>"Time and Context Dependencies in Consumer Behavior"</p> <p>Euehun Lee, Korea Advanced Institute of Science and Technology, Korea</p> <p>Anil Mathur, Hofstra University, USA</p> <p>Choong Kwai Fatt, University of Malaya, Malaysia</p> <p>George P. Moschis, Georgia State University, USA*</p> <p>"Remembering Better or Remembering Worse: Age Effects on False Memory"</p> <p>Priyali Rajagopal, Southern Methodist University, USA*</p> <p>Nicole Montgomery, College of William & Mary, USA</p>
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5.10	Conflicted Choices: New Perspectives on Choice Conflict	Andrea Bonezzi, New York University, USA	<p>"When Two is Better than One: Polarization and Compromise in Unrestricted Choice"</p> <p>Andrea Bonezzi, New York University, USA*</p> <p>Alexander Chernev, Northwestern University, USA</p> <p>Aaron Brough, Pepperdine University, USA</p> <p>"By Tradeoff or by Criterion: Bottom-Up Construction of Constructive Decision Rules"</p> <p>Aner Sela, University of Florida, USA*</p> <p>Itamar Simonson, Stanford University, USA</p> <p>"Blurring Similarities and Differences: The Role of Category Width on Salient Comparison Orientation"</p> <p>Selin Malkoc, Washington University, USA*</p> <p>Gulden Ulkumen, University of Southern California, USA</p> <p>"Choice Overload with Repeated Choice Exposures: The Role of Preference Retrieval and Variety"</p> <p>Simona Botti, London Business School, UK*</p> <p>Sheena Iyengar, Columbia University, USA</p> <p>Yangjie Gu, London Business School, UK</p>
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5.11	Survey and Individual Difference Issues	Benjamin Voyer, ESCP Europe, UK	<p>"Using Construal-Level Theory to Deter Social Desirability Responding" Scott Wright, University of Cincinnati, USA*</p> <p>"Dispositional Greed: Scale Development and Validation" Goedele Krekels, Ghent University, Belgium* Mario Pandelaere, Ghent University, Belgium Bert Weijters, Vlerick Leuven Gent Management School, Belgium</p> <p>"Influenced by the Context: The Role of Thinking Systems in the Use of Contextual Cues" Ryan Rahinel, University of Minnesota, USA* Rohini Ahluwalia, University of Minnesota, USA</p> <p>"The Individual Propensity to Take a Smell at Products" Monika Koller, WU Vienna, Austria* Thomas Salzberger, WU Vienna, Austria Alexander Zauner, WU Vienna, Austria Arne Floh, WU Vienna, Austria Maria Sääksjärvi, Delft University of Technology, The Netherlands Hendrik Schifferstein, Delft University of Technology, The Netherlands</p>
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5.12	The Egocentrist and the Stranger: Conditional Inference When Making Sense of Others	Julia Minson, University of Pennsylvania, USA	<p>"Conditional Projection: How Own Evaluations Impact Beliefs About Others Whose Choices Are Known"</p> <p>Yesim Orhun, University of Michigan, USA*</p> <p>Oleg Urminsky, University of Chicago, USA</p> <p>"'Tis Better to Give Than to Receive: Preference Estimates Conditioned on Own and Other's Preference"s</p> <p>Andrew Gershoff, University of Texas at Austin, USA*</p> <p>Susan Broniarczyk, University of Texas at Austin, USA</p> <p>"Estimating Central Tendencies: Dead Reckoning vs. Decomposition"</p> <p>Shane Frederick, Yale University, USA*</p> <p>"There Is Such a Thing as a Stupid Question: Question Disclosure in Strategic Communication"</p> <p>Julia Minson, University of Pennsylvania, USA*</p> <p>Nicole E. Ruedy, University of Washington, USA</p> <p>Maurice E. Schweitzer, University of Pennsylvania, USA</p>
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5.13	The Costs and Benefits of Consumer Labor	Daniel Mochon, Tulane University, USA	<p>"Labor or Leisure?" Christopher Hsee, University of Chicago, USA*</p> <p>"The Influence of Identity on Creative Outcomes" Kelly Herd, Indiana University, USA* C. Page Moreau, University of Colorado-Boulder, USA</p> <p>"Self-Customization Effects on Brand Extensions" Ulrike Kaiser, Vienna University of Economics and Business, Austria* Chezy Ofir, The Hebrew University of Jerusalem, Israel Martin Schreier, Vienna University of Economics and Business, Austria</p> <p>"The IKEA Effect: Signaling and Restoring Feelings of Competence" Daniel Mochon, Tulane University, USA* Michael I. Norton, Harvard University, USA Dan Ariely, Duke University, USA</p>
5.14	Embodied Cognition	Chair TBD	<p>"On Higher Ground: Moral Thinking Leads to Abstract Processing" Eugene Chan, University of Toronto, Canada* Eunice Kim Cho, University of Toronto, Canada</p> <p>"Immersion in a New Commercial Virtual Environment: The Role of the Avatar in the Appropriation Process" Ingrid Poncin, SKEMA - Univ Lille Nord de France, France* Marion Garnier, SKEMA - Univ Lille Nord de France, France</p> <p>"Regulating Consumer Behavior by Refraining From Action" Anneleen Van Kerckhove, Ghent University, Belgium* Maggie Geuens, Ghent University and Vlerick Leuven Gent Management School, Belgium</p> <p>"A Weight on Your Shoulders Makes You Pull Your Weight" Minkyung Koo, University of Illinois at Urbana-Champaign, USA* Mina Kwon, University of Illinois at Urbana-Champaign, USA Sharon Shavitt, University of Illinois at Urbana-Champaign, USA</p>

5.15	ROUNDTABLE: Reading the Mind of the Consumer: Promises and Challenges of Predictive Methods in Consumer Neuroscience	Organizer: Ming Hsu, University of California, Berkeley	Ming Hsu, University of California Berkeley, USA Uma Karmarkar, Harvard Business School, USA Karim Kassam, Carnegie Mellon, USA Tom Meyvis, New York University, USA Hilke Plassmann, INSEAD, France Akshay Rao, University of Minnesota, USA Baba Shiv, Stanford University, USA Monica Wadhwa, INSEAD, France Carolyn Yoon, University of Michigan, USA Drazen Prelec, Massachusetts Institute of Technology, USA William Hedgcock, University of Iowa, USA Adam Craig, University of South Florida, USA
Journal of Consumer Research ERB Reception and Meeting (By Invitation) Ballroom, Sutton Place Hotel (Please Note Location!) 4:30-6:30 p.m.			
Poster Session/Reception Ballroom 5:30-7:30 p.m. See Poster Listing after Program			
Newcomers' Dessert Event (By Invitation) Ballroom, Sutton Place Hotel (Note Location!) 9:30-11:00 p.m.			
Saturday, October 6			
Film Festival 8:00 a.m.-5:00 p.m.			
Session 6: Saturday, October 6 from 8:00-9:15 a.m.			

6.1	Consumer Welfare	Chair TBD	<p>"Intertwined Destinies: How Subsistence Entrepreneurs and Consumers Harness Social Capital to Overcome Constraints and Uncertainties"</p> <p>Srinivas Venugopal, University of Illinois at Urbana-Champaign, USA*</p> <p>Madhu Viswanathan, University of Illinois at Urbana-Champaign, USA</p> <p>Raj Echambadi, University of Illinois at Urbana-Champaign, USA</p> <p>Srinivas Sridharan, Monash University, Australia</p> <p>"Spatio-Temporal Dimensions in Consumer-Oriented Activism"</p> <p>Andreas Chatzidakis, Royal Holloway, University of London, UK*</p> <p>Pauline Maclaran, Royal Holloway, University of London, UK</p> <p>"How Do Social Capital-Driven Consumption Communities Conceal Their Economic Interests?"</p> <p>Katharina C. Husemann, University of Innsbruck, Austria*</p> <p>"Cultures of Caring Consumption: Social Support and the Self in the Myeloma Community"</p> <p>Susan Dunnett, University of Edinburgh, UK*</p> <p>Paul Hewer, University of Strathclyde, UK</p> <p>Douglas Brownlie, University of Stirling, UK</p>
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6.2	What You Expect is Not Always What You Get - The Effect of Consumer Bias on Food Intake	<p>Darren Dahl, University of British Columbia, Canada</p> <p>Nina Gros, Maastricht University, The Netherlands</p>	<p>"Mix it Baby: The Effect of Self-creation on Perceived Healthiness"</p> <p>Nina Gros, Maastricht University, The Netherlands</p> <p>Anne Klesse, Maastricht University, The Netherlands*</p> <p>Valerie Meise, Maastricht University, The Netherlands</p> <p>Darren Dahl, University of British Columbia, Canada</p> <p>"The Best of Both Worlds: Effects of Product Color Brightness on Hedonic Food Consumption"</p> <p>Adriana V. Baruch, Baruch College, USA</p> <p>Suresh Ramanathan, Texas A&M University, USA*</p> <p>Lauren G. Block, Baruch College, USA</p> <p>"Red Bull Versus Red Thunder: The Influence of Brand Labels on Consumption Amount"</p> <p>Nina Gros, Maastricht University, The Netherlands*</p> <p>Kelly Geyskens, Maastricht University, The Netherlands</p> <p>Caroline Goukens, Maastricht University, The Netherlands</p> <p>Ko de Ruyter, Maastricht University, The Netherlands</p> <p>"The Low Intensity of Light: Behavioral and fMRI Insights into the Effects of 'Light' and 'Organic' Claims on Flavor Processing"</p> <p>Hilke Plassmann, INSEAD, France*</p> <p>Pierre Chandon, INSEAD, France</p> <p>Monica Wadhwa, INSEAD, France</p> <p>Nicolas Linder, University of Bonn, Germany</p> <p>Bernd Weber, University of Bonn, Germany</p>
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6.3	Sensory and Neuroscience Issues	Chair TBD	<p>“Measuring Arousal in Consumer Research: A New EDA Signal Processing Method” Mathieu Lajante, University of Rennes 1, France* Olivier Droulers, University of Rennes 1, France</p> <p>“Insights into Decisions from Neuroscience and Choice Experiments: The Effect of Eye Movements on Choice” Barbara Kahn, University of Pennsylvania, USA Jordan Louviere, University of Technology - Sydney, Australia Claudia Townsend, University of Miami, USA Chelsea Wise, University of Technology - Sydney, Australia*</p> <p>“Reading Smiles to Read Minds: Impact of Positive Facial Affective Displays on Perceptions” Ze Wang, University of Central Florida, USA* Fan Liu, University of Central Florida, USA* Huifang Mao, University of Central Florida, USA</p> <p>“Cultural Effects on Perception and Cognition: Integrating Recent Findings and Reviewing Implications for Consumer Research” Minas Kastanakis, ESCP Europe, UK* Benjamin Voyer, London School of Economics and Political Science, UK*</p>
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6.4	Signaling to the Self and Others: Selective Use of and Connection with Brands	Danielle Brick, Duke University, USA	<p>"As Income Level Rises, So Too Does Connection With 'Tide'" Danielle J. Brick, Duke University, USA* Gavan J. Fitzsimons, Duke University, USA</p> <p>"Benefits Offered by High-End Counterfeits Influence Intentions to Purchase Counterfeits: The Role of Self-Presentation" Gülen Sarial-Abi, Koc University, Turkey* Zeynep Gürhan-Canli, Koc University, Turkey</p> <p>"Taking More Money and Donating More Money: The Influence of Self-Threat on Goal-Pursuit" Alison Jing Xu, University of Toronto, Canada Shirley Y. Y. Cheng, Hong Kong Baptist University, China Tiffany Barnett White, University of Illinois at Urbana-Champaign, USA*</p> <p>"Identity Change: The Effects of Actual and Ideal Self-Brand Connections on Consumers' Response to Brand Image Change" Tarje Gaustad, BI Norwegian Business School, Norway* Bendik Samuelsen, BI Norwegian Business School, Norway Luk Warlop, KU Leuven, Belgium and BI Norwegian Business School, Norway Gavan J. Fitzsimons, Duke University, USA</p>
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6.5	Advertising	George Belch, San Diego State University, USA	<p>“Talking About the Ad Vs. Talking About The Product: What Works And When” Rashmi Adaval, Hong Kong University of Science and Technology, China Maria Galli, Hong Kong University of Science and Technology, China* Robert S. Wyer, Chinese University of Hong Kong, China</p> <p>“Exploding Turkeys and Shattered Reporters: Comparative Ads and Their Unintended Affective Consequences” Ozge Yucel-Aybat, Baruch College, USA* Thomas Kramer, University of South Carolina, USA</p> <p>“The Role of Euphoria Appeal and Green Imagery in Ecosynthetic Consumption” T. E. Dominic Yeo, University of East Anglia, UK*</p> <p>“Two-sided Messages for Health Risk Prevention: The Role of Argument Type, Refutation and Issue Ambivalence” Erlinde Cornelis, Ghent University, Belgium* Veroline Cauberghe, Ghent University, Belgium Patrick De Pelsmacker, Ghent University, Belgium</p>
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6.6	Virgins, Mommies, and Hags: Women Buying into Change	Julie Ozanne, Virginia Tech, USA Emily Moscato, Virginia Tech, USA	<p>"Red Flag: Inadequate Sanitary Care Derails the Transition to Secondary School in Africa" Linda Scott, Oxford University, UK*</p> <p>"Outsourcing Motherhood: Managing Assemblages of Care" Amber Epp, University of Wisconsin - Madison, USA* Sunaina Velagaleti, University of Wisconsin - Madison, USA*</p> <p>"The Social Construction of Womanhood in Middle Age: Menopause as a Rite of Passage" Canan Corus, St. Johns University, USA* Bige Saatcioglu, HEC Paris, France*</p> <p>"Crones, Hags, and Biddies: How I Became a Burlesque Queen at Seventy" Emily Moscato, Virginia Tech, USA* Julie Ozanne, Virginia Tech, USA*</p>
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6.7	Rituals and Gift Giving	Chair TBD	<p>"From Commitment to Detachment: A Historical Analysis of Gift Advertisements by Department Stores in Japan, 1963-2008"</p> <p>Takeshi Matsui, Hitotsubashi University, Japan*</p> <p>Yuko Minowa, Long Island University, USA*</p> <p>Russell Belk, York University, Canada*</p> <p>"How Traditions Become Market Opportunities: The Funeral Industry in Turkey"</p> <p>Ozlem Sandikci, Bilkent University, Turkey</p> <p>Zeliha Eser, Baskent University, Turkey*</p> <p>Berna Tari Kasnakoğlu, TOBB University of Economics and Technology, Turkey*</p> <p>"Consuming the Dead: Symbolic Exchange in Thai 'Hungry Ghost' Festivals"</p> <p>Amy Rungpaka Tiwsakul, Durham University, UK*</p> <p>Chris Hackley, Royal Holloway, University of London, UK*</p> <p>"Gift Cards and the Social Relationship"</p> <p>Kunter Gunasti, University of Connecticut, USA*</p> <p>Michelle Weinberger, Northwestern University, USA*</p>
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6.8	Creativity at Different Times in Life	<p>Haiyang Yang, INSEAD, France</p> <p>Amitava Chattopadhyay, London School of Economics, UK</p>	<p>"Creativity and Aging: Positive Consequences of Diminished Inhibitory Control"</p> <p>Stephanie M. Carpenter, University of Michigan, USA*</p> <p>Carolyn Yoon, University of Michigan, USA</p> <p>"Why Some Children Move and Groove So Well: A Look at Creative Performance and Theory of Mind"</p> <p>Lan Nguyen Chaplin, Villanova University, USA*</p> <p>Michael I. Norton, Harvard University, USA</p> <p>"How Awareness of the End of Life Impacts Creativity"</p> <p>Haiyang Yang, INSEAD, France*</p> <p>Amitava Chattopadhyay, London School of Economics, UK</p> <p>"How Fashion Designers Develop New Styles: Creative Epiphany Versus Market Feedback"</p> <p>Joseph C. Nunes, University of Southern California, USA*</p> <p>Xavier Drèze, University of California Los Angeles, USA</p> <p>Paola Cillo, Bocconi University, Italy</p> <p>Emanuella Prandelli, Bocconi University, Italy</p> <p>Irene Scopelliti, Carnegie Mellon University, USA</p>
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6.9	Retailing	Atul Kulkarni, University of Missouri, USA*	<p>"Minority Matters: The Influence of Minority and Majority Descriptive Norms on Product Choice"</p> <p>Erica van Herpen, Wageningen University, The Netherlands*</p> <p>Hans van Trijp, Wageningen University, The Netherlands</p> <p>Mariette van Amstel, Schuttelaar & Partners and Vrije Universiteit, The Netherlands</p> <p>"Targeting and Customer Search"</p> <p>Nathan Fong, Temple University, USA*</p> <p>"Consumers' Search Intentions in Response to Conditional Promotions"</p> <p>Atul Kulkarni, University of Missouri, USA*</p> <p>Hong Yuan, University of Illinois at Urbana-Champaign, USA</p> <p>"The Dynamic Patterns of Intra-Shopping Spending for Budget and Non-Budget Shoppers"</p> <p>Daniel Sheehan, Georgia Tech, USA*</p> <p>Koert Van Ittersum, Georgia Tech, USA</p>
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6.10	An Integrative Perspective on Moral Judgments: Understanding the Emotional, Cognitive, Sensory, and Genetic Antecedents of Consumers' Moral Judgments	Karen Winterich, Pennsylvania State University, USA	<p>"All Sins Are Not Equal: The Moderating Role of Transgression Magnitude on the Effect of Disgust on Moral Judgments"</p> <p>Karen Winterich, Pennsylvania State University, USA*</p> <p>Andrea Morales, Arizona State University, USA</p> <p>Vikas Mittal, Rice University, USA</p> <p>"Sense and Sensibility: The Impact of Sensory Input on Moral Judgments"</p> <p>Gergana Nenkov, Boston College, USA*</p> <p>Maureen Morrin, Rutgers University, USA</p> <p>Virginie Maille, Skema Business School, France</p> <p>May Lwin, Nanyang Technological University, Singapore</p> <p>"The Genetic Contribution to Preference Consistency in Moral Judgments"</p> <p>Nina Mazar, University of Toronto, Canada*</p> <p>Peter Loewen, University of Toronto, Canada</p> <p>Christopher Dawes, New York University, USA</p> <p>David Cesarini, New York University, USA</p> <p>Magnus Johannesson, Stockholm School of Economics, Sweden</p> <p>Patrik Magnusson, Karolinska Institute, Sweden</p>
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6.11	Attention	Chair TBD	<p>"Center of Shelf Attention: Understanding the Role of Visual Attention on Product Choice"</p> <p>A. Selin Atalay, HEC Paris, France*</p> <p>H. Onur Bodur, Concordia University, Canada*</p> <p>Dina Rasolofoarison, Aston University, UK</p> <p>"The Cross Model Effect of Attention on Preferences"</p> <p>Hao Shen, Chinese University of Hong Kong, China*</p> <p>Jaideep Sengupta, Hong Kong University of Science and Technology, China</p> <p>"When More Leads to Less: Greater Attentional Bias for Emotional Information is Negatively Associated with Self-Reported Feelings"</p> <p>Daniel Fernandes, Erasmus University Rotterdam, The Netherlands*</p> <p>Bart de Langhe, University of Colorado, USA</p> <p>Stefano Puntoni, Erasmus University Rotterdam, The Netherlands</p> <p>"Infectious Counterfeiting: Labeling Products as Fakes Can Contaminate Perceived and Actual Efficacy"</p> <p>Moty Amar, OAC, Israel*</p> <p>Ziv Carmon, INSEAD, Singapore</p> <p>Dan Ariely, Duke University, USA</p>
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6.12	New Insights into the Causes and Consequences of Unplanned Purchases	Leonard Lee, Columbia University, USA	<p>"Capturing the 'First Moment of Truth': Understanding Point-of-Purchase Drivers of Unplanned Consideration and Purchase Using Video Tracking"</p> <p>Yanliu Huang, Drexel University, USA*</p> <p>Sam Hui, New York University, USA</p> <p>Jeffrey Inman, University of Pittsburgh, USA</p> <p>Jacob Suher, University of Texas at Austin, USA</p> <p>"Boosting Promotional Effectiveness with Thoughtful Product Displays"</p> <p>Marco Bertini, London Business School, UK</p> <p>Mitja Pirc, A.T. Kearney, USA</p> <p>Ana Valenzuela, Baruch College, USA*</p> <p>"The Temperature Premium: How Physical Warmth Increases Product Valuation"</p> <p>Yonat Zwebnar, Hebrew University, Israel*</p> <p>Jacob Goldenberg, Hebrew University, Israel</p> <p>Leonard Lee, Columbia University, USA</p> <p>"The Benefits of Retail Therapy: Choosing to Buy Alleviates Sadness"</p> <p>Scott Rick, University of Michigan, USA</p> <p>Beatriz Pereira, University of Michigan, USA*</p> <p>Katherine Burson, University of Michigan, USA</p>
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6.13	Affect and Emotion Influence on Motivation/Goals	Chair TBD	<p>"Happiness from Actions Versus Inactions" Priyali Rajagopal, Southern Methodist University, USA* Sekar Raju, Iowa State University, USA Rao Unnava, Ohio State University, USA</p> <p>"Two Paths from Boredom to Consumption" Soo Kim, Northwestern University, USA* C. Miguel Brendl, Northwestern University, USA</p> <p>"The Influence of Discrete Emotions on Strategic Goal-Setting" Karthik Easwar, Ohio State University, USA* Patricia West, Ohio State University, USA</p> <p>"But How Did You Expect To Feel?: The Motivated Misremembering of Affective Forecasts" Mathew S. Isaac, Seattle University, USA* Alexander Fedorikhin, Indiana University, USA David Gal, Northwestern University, USA</p>
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6.14	Marketplace Identity Issues	Chair TBD	<p>"The Product Choices of Young Adult Consumers – Does Gender Matter?" Renu Emile, Auckland University of Technology, New Zealand Ken Hyde, Auckland University of Technology, New Zealand Mike Lee, University of Auckland, New Zealand*</p> <p>"Market Mavens and Networking: Benefits and Costs of Network Participation" Seung Hwan (Mark) Lee, Colorado State University, USA* Gail Leizerovici, University of Western Ontario, Canada Shuoyang Zhang, Colorado State University, USA</p> <p>"An Exploratory Study on Collective Nostalgia" Faye Kao, Eastern Michigan University, USA*</p> <p>"When White Obscures Evaluations: The Influence of Automatic Color Preferences on Product, Race and Spokesperson Evaluations" Ioannis Kareklas, Washington State University, USA* Frederic Brunel, Boston University, USA* Robin Coulter, University of Connecticut, USA*</p>
6.15	ROUNDTABLE: Consumption Addiction: Developing a Research Agenda to Understanding How Consumers Progress from Normal to Maladaptive Consumption and Addiction	Organizers: Dante M. Pirouz, University of Western Ontario, Canada Hieu Nguyen, California State University Long Beach, USA Ingrid M. Martin, California State University Long Beach, USA	Merrie Brucks, University of Arizona, USA Paul Connell, City University London, UK June Cotte, University of Western Ontario, Canada Scott Davis, Texas A&M University, USA Kelly Temple Haws, Texas A&M University, USA Michael Kamins, Stonybrook University, USA Ingrid M. Martin, California State University Long Beach, USA Ann Mirabito, Baylor University, USA Hieu Nguyen, California State University Long Beach, USA Dante M. Pirouz, Western Ontario University, Canada Justine Rapp, University of Nebraska, USA Maura Scott, University of Kentucky, USA
Coffee Break: 9:15-9:30 a.m.			
Session 7: Saturday, October 6 from 9:30-10:45 a.m.			

7.1	Charitable Giving and ProSocial Behavior II	Chair TBD	<p>"I See Dead People! A Documentation of the Dead People Bias in Disaster Aid"</p> <p>Ioannis Evangelidis, Erasmus University Rotterdam, The Netherlands*</p> <p>Bram Van den Bergh, Erasmus University Rotterdam, The Netherlands</p> <p>"In the Aftermath of an Earthquake: The Interactive Role of Self-Construal and Victim Group-Status in Charitable Behavior"</p> <p>Rod Duclos, Hong Kong University of Science and Technology, China</p> <p>Alixandra Barasch, University of Pennsylvania, USA*</p> <p>"Self Construal and Victim Identification"</p> <p>Tatiana Fajardo, University of Miami, USA*</p> <p>Jiao Zhang, University of Miami, USA</p> <p>"Power Distance Belief, Status, and Charity Giving"</p> <p>DaHee Han, Indiana University, USA*</p> <p>Adam Duhachek, Indiana University, USA</p> <p>Ashok K. Lalwani, Indiana University, USA</p>
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7.2	Food, Nutrition and Health II	Dipayan Biswas, University of South Florida, USA*	<p>"The Traffic Light Colors Red and Green in the Context of Healthy Food Decision-Making"</p> <p>Joerg Koenigstorfer, Pennsylvania State University, USA*</p> <p>Andrea Groeppel-Klein, Saarland University, Germany</p> <p>Friederike Kamm, Saarland University, Germany</p> <p>Michaela Rohr, Saarland University, Germany</p> <p>Dirk Wentura, Saarland University, Germany</p> <p>"Trading Off Health for Thrift in a Supersized World"</p> <p>Kelly L. Haws, Texas A&M University, USA*</p> <p>Karen Page Winterich, Pennsylvania State University, USA</p> <p>"Food Customization: How Decision Frame Influences Choice"</p> <p>Anish Nagpal, University of Melbourne, Australia*</p> <p>Jing (Jill) Lei, University of Melbourne, Australia</p> <p>Adwait Khare, University of Texas at Arlington, USA</p> <p>"Something to Chew On: Mastication Based on Food Haptics and Its Impact on Calorie Estimation"</p> <p>Dipayan Biswas, University of South Florida, USA*</p> <p>Courtney Szocs, University of South Florida, USA</p> <p>Aradhna Krishna, University of Michigan, USA</p> <p>Donald Lehmann, Columbia University, USA</p>
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7.3	Experiencing and Evaluating in the Brain: fMRI and Single-Neuron Studies	Moran Cerf, New York University, and University of California, Los Angeles, USA	<p>"Experiencing and Evaluating in the Brain: fMRI and Single-Neuron Studies" Moran Cerf, New York University and University of California Los Angeles, USA*</p> <p>Vicki Morwitz, New York University, USA Tom Meyvis, New York University, USA Eric Greenleaf, New York University, USA</p> <p>"How Incidental Affect Alters Subsequent Judgments: Insights from a Human fMRI Study" Hilke Plassmann, INSEAD, France* Beth Pavlicek, Ecole des Neurosciences de Paris, France Baba Shiv, Stanford University, USA</p> <p>"Risk and Attribute Framing: They're Different" William Hedgcock, University of Iowa, USA* Irwin Levin, University of Iowa, USA Kameko Halfman, University of Iowa, USA Jooyoung Park, University of Iowa, USA Natalie Denburg, University of Iowa, USA</p> <p>"Identifying Emotions on the Basis of Neural Activation" Karim Kassam, Carnegie Mellon University, USA* Amanda Markey, Carnegie Mellon University, USA Vladimir Cherkassky, Carnegie Mellon University, USA George Loewenstein, Carnegie Mellon University, USA Marcel Just, Carnegie Mellon University, USA</p>
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7.4	Brands as a Mean of Self-Expression: Threatened, Unexpressed, Omnivorous, and Flexible Self	Jingjing Ma, Northwestern University, USA	<p>"Being Mean to Keep 'Em Keen: Retail Rejection Increases Aspiring Consumers' Desire for the Rejecting Brand" Morgan Ward, Southern Methodist University, USA* Darren Dahl, University of British Columbia, Canada</p> <p>"The Unexpressed Self: The Impact of Restricting Freedom of Self-Expression on Brand Preferences" Jingjing Ma, Northwestern University, USA* Ryan Hamilton, Emory University, USA Alexander Chernev, Northwestern University, USA</p> <p>"Breaking Status Boundaries: When Interstatus Brand Collaborations Undermine Self-Expression by Omnivorous Consumers" Renée Gosline, Massachusetts Institute of Technology, USA* Jeffrey Lee, Harvard University, USA</p> <p>"Will Broad Identity Make People Feel Stronger: The Impact of Identity Framing on Motivation and Self-Control Behavior" Ying Ding, Peking University, China* Jing Xu, Peking University, China Echo Wan, University of Hong Kong, China</p>
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7.5	Socio-Historical Change and Representations of Consumers in Ads	Melanie Wallendorf, University of Arizona, USA	<p>"Making the Changing Scene" Sidney J. Levy, University of Arizona, USA*</p> <p>"Working Reality: Advertising Representations of Social Class and Race during a Time of Increasing Income Inequality, 1970-2010" Erika Paulson, University of Wisconsin - Madison, USA* Thomas C. O'Guinn, University of Wisconsin - Madison, USA*</p> <p>"'I am Canadian': The Rise of Canadian Identity in Canada's Censuses, 1981-2006" Gillian Stevens, University of Alberta, Canada*</p> <p>"An Historical Analysis of Archetypical Shifts in Representations of Women in Luxury Product Advertising in the early 1960's" Alyssa Travis, University of Arizona, USA* Melanie Wallendorf, University of Arizona, USA*</p>
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7.6	Stereotypes, Memories and Nostalgia: Contested States of Longing, Belonging, and Being within Consumer Acculturation	Andrew Lindridge, Open University Business School, UK	<p>"Russians Always Wear Red Lipstick": Acculturation, Identity and Stereotypes" Natalia Tolstikova, SUSB, Sweden* Susanna Molander, SUSB, Sweden*</p> <p>"Memories of Pre- and Post-Migration Consumption: Better Times or Embodiments of a Defensive Mental State?" Andrew Lindridge, Open University Business School, UK*</p> <p>"Home Sweet Home: The Role of Home Country Nostalgia on Immigrants' Acculturation and Consumption" Celina Stamboli-Rodriguez, Iseg Marketing and Communication School, France* Luca Visconti, ESCP Europe, France*</p> <p>"Social Status Implications of Transmigrants' Consumer Practices in Their Cultures of Origin" Mine Üçok Hughes, Woodbury University, USA*</p>
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7.7	Rituals Improve Emotions, Consumption, Interpersonal Relationships, and Even Luck	Kathleen D. Vohs, University of Minnesota, USA	<p>"Rituals Enhance the Experience of Consumption" Kathleen D. Vohs, University of Minnesota, USA* Yajin Wang, University of Minnesota, USA Francesca Gino, Harvard University, USA Michael Norton, Harvard University, USA</p> <p>"Home and Commercial Hospitality Rituals in Arab Gulf Countries" Rana Sobh, Qatar University, Qatar Russell Belk, York University, Canada* Jonathan Wilson, University of Greenwich, UK</p> <p>"Rituals Alleviate Grieving for Loved Ones, Lovers, and Lotteries" Michael I. Norton, Harvard University, USA* Francesca Gino, Harvard University, USA</p> <p>"Rituals for Reversing One's Fortune" Jane Risen, University of Chicago, USA* Yan Zhang, National University of Singapore, Singapore Christine Hosey, University of Chicago, USA</p>
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7.8	Innovation and Creativity	Chair TBD	<p>"The Difference Novelty Makes: Incidental Exposure to Unfamiliar Stimuli Primes Exploratory Behavior"</p> <p>Gerri Spassova, Monash University, Australia*</p> <p>Alice Isen, Cornell University, USA</p> <p>"On the Impact of Prior Ideas on Ideation Performance in Ideation Contests"</p> <p>Suleiman Aryobsei, University of St. Gallen, Switzerland*</p> <p>Reto Hofstetter, University of St. Gallen, Switzerland</p> <p>Andreas Herrmann, University of St. Gallen, Switzerland</p> <p>"Easy Like a Sunday Morning: How the Fluency of Analogies Affects Innovation Liking"</p> <p>Antonia Erz, Copenhagen Business School, Denmark*</p> <p>Bo T. Christensen, Copenhagen Business School, Denmark</p> <p>Torsten Tomczak, University of St. Gallen, Switzerland</p> <p>"Everyday Objects of Desire: Dimensions of Design Innovation and the Centrality of Product Aesthetics"</p> <p>Harold Cassab, University of Auckland, New Zealand</p> <p>Claudiu Dimofte, San Diego State University, USA*</p>
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7.9	Online Social Networks: Why do We Use Them and How do They Affect Us?	Eva Buechel, University of Miami, USA	<p>"Need Satisfaction from Interacting with People Versus Content: The Roles of Motivational Orientation and Identification with Social Media Groups" Donna Hoffman, University of California Riverside, USA* Tom Novak, University of California Riverside, USA</p> <p>"Facebook Therapy? Why People Share Self-Relevant Content Online" Eva Buechel, University of Miami, USA* Jonah Berger, University of Pennsylvania, USA</p> <p>"Are Close Friends the Enemy? Online Social Networks, Narcissism and Self-Control" Keith Wilcox, Babson College, USA* Andrew Stephen, University of Pittsburgh, USA</p> <p>"The Facebook Effect: Are Judgments Influenced by the Knowledge That Others Are Also Evaluating?" Claire Tsai, University of Toronto, Canada* Min Zhao, University of Toronto, Canada Dilip Soman, University of Toronto, Canada</p>
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7.10	Power and Decision Making: Exploring the Processes and Nuances	Selin A. Malkoc, Washington University in St. Louis, USA	<p>"Power and Unconventional Choice" Mehdi Murali, University of Calgary, Canada* Frank Pons, Université Laval, Canada</p> <p>"The Power Switch: How Psychological Power Influences Brand Switching Decisions" Yuwei Jiang, Hong Kong Polytechnic University, China Lingjing Zhan, Hong Kong Polytechnic University, China* Derek Rucker, Northwestern University, USA</p> <p>"Not All Power is Created Equal: Role of Social and Personal Power in Decision Making" Selin A. Malkoc, Washington University in St. Louis, USA* Michelle Duguid, Washington University in St. Louis, USA</p> <p>"Experience Versus Expectations of Power: A Recipe for Altering the Effects of Power" Miao Hu, Northwestern University, USA* Derek Rucker, Northwestern University, USA Adam Galinsky, Northwestern University, USA</p>
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7.11	Attention and Perception	Chair TBD	<p>"The Influences of Social Power on Social and Physical Distance"</p> <p>Yanli Jia, Chinese University of Hong Kong, China*</p> <p>Robert S. Wyer, Chinese University of Hong Kong, China</p> <p>Hao Hu, Chinese University of Hong Kong, China</p> <p>"When Good Things Come to an End: Mispredicting Motivation for Unavailable Goods"</p> <p>Yang Yang, Carnegie Mellon University, USA*</p> <p>Carey Morewedge, Carnegie Mellon University, USA</p> <p>Jeff Galak, Carnegie Mellon University, USA</p> <p>"When are Frugal Consumers NOT Frugal? It Depends on Who They are With"</p> <p>Seung Hwan (Mark) Lee, Colorado State University, USA*</p> <p>"In or Out of Focus? Subcategories Trigger In-Group Heterogeneity and Out-Group Homogeneity Effects in Product Assortments"</p> <p>Erica van Herpen, University of Wagening, The Netherlands*</p> <p>Anick Bosmans, Tilburg University, The Netherlands</p>
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7.12	Customer/Provider Interactions	Chair TBD	<p>"When Do Consumers Forgive? A Causal Attribution Model of Marketer Transgression and the Moderating Effects of Self-Construal"</p> <p>Fang-Chi Lu, University of Iowa, USA*</p> <p>Jayati Sinha, University of Arizona, USA</p> <p>Narayan Janakiraman, University of Arizona, USA</p> <p>"Walk a Mile in MY Shoes: Psychological Ownership and Psychological Distance"</p> <p>Bart Claus, Iéseg School of Management, France*</p> <p>Wouter Vanhouche, Lessius University College, Belgium</p> <p>Siegfried Dewitte, KU Leuven, Belgium</p> <p>Luk Warlop, KU Leuven, Belgium and BI Norwegian Business School, Norway</p> <p>"Recovering from Ethical Failures: Role of External Attribution"</p> <p>Sekar Raju, Iowa State University, USA*</p> <p>Priyali Rajagopal, Southern Methodist University, USA*</p> <p>"Vicarious Embarrassment in the Service Context- Determinants and Consequences"</p> <p>Thomas Kilian, University of Koblenz-Landau, Germany*</p> <p>Kathrin Greuling, University of Koblenz-Landau, Germany</p> <p>Eva Hammes, University of Koblenz-Landau, Germany</p>
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7.13	Attitude Theory	Chair TBD	<p>"The 'No Hard Feelings' Effect: Voters' Resolution of Ambivalence to Make a Choice Between Candidates"</p> <p>Robert D. Jewell, Kent State University, USA*</p> <p>Jennifer Wiggins Johnson, Kent State University, USA*</p> <p>Hyun Jung Lee, Kent State University, USA</p> <p>"Implicit Measures of Motivation: Convergent, Discriminant and Predictive Validity"</p> <p>Alexandra Kraus, Aarhus University, Denmark*</p> <p>Joachim Scholderer, Aarhus University, Denmark</p> <p>"Do You Believe in Love at First Sight? I Do: The Role of Implicit Self-Theories in Forming and Accessing Attitudes"</p> <p>JaeHwan Kwon, University of Iowa, USA*</p> <p>Dhananjay Nayakankuppam, University of Iowa, USA</p> <p>"The Role of Personal Relevance in the Effect of Ad Repetition on Attitudes and Choice"</p> <p>Ann Kronrod, Massachusetts Institute of Technology, USA*</p> <p>Joel Huber, Duke University, USA</p>
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7.14	Numerical Cognition	<p>Bart de Langhe, University of Colorado at Boulder, USA</p> <p>"Numerical Cognition and a Mere-Looking Effect in Multi-Attribute Choice" Ellen Peters, Ohio State University, USA* Louise Meilleur, Ohio State University, USA</p> <p>"Need for Speed?" Bart de Langhe, University of Colorado at Boulder, USA Stefano Puntoni, Erasmus University Rotterdam, The Netherlands*</p> <p>"Tipping the Scale: Discriminability Effects in Measurement" Katherine Burson, University of Michigan, USA* Richard Larrick, Duke University, USA</p> <p>"When to Put the Cart in Front of the Horse: How Presentation Order of Goal Reward and Effort Information Affects Goal Pursuit" Derick Davis, Virginia Tech, USA* Rajesh Bagchi, Virginia Tech, USA Yong Kyu Lee, Virginia Tech, USA</p>
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7.15	The Control Dilemma: Pros and Cons of Perceived Control on Self-Regulation	Jaideep Sengupta, Hong Kong University of Science and Technology, China	<p>"Environmental Disorder Leads to Self-Regulatory Failure" Boyoun (Grace) Chae, University of British Columbia, Canada* Rui (Juliet) Zhu, University of British Columbia, Canada</p> <p>"What's the Point of Temptation if You Don't Give in to It? The Positive Impact of Vice Consumption on Consumer Vitality" Fangyuan Chen, Hong Kong University of Science and Technology, China* Jaideep Sengupta, Hong Kong University of Science and Technology, China</p> <p>"Let Freedom Ring? Divergent Effects of Free Choice on Goal Pursuit" Jordan Etkin, University of Maryland, USA* Juliano Laran, University of Miami, USA</p> <p>"Kids in the Candy Store: The Motivational Consequences of Multiple Goals" Szu-chi Huang, University of Texas at Austin, USA* Ying Zhang, University of Texas at Austin, USA</p>
Coffee Break: 10:45-11:00 a.m.			
Session 8: Saturday, October 6 from 11:00 a.m.-12:30 p.m.			

8.1	To Ask or Not to Ask: When Charitable Appeals Are Most Effective	Emily Garbinsky, Stanford University, USA	<p>"Make Them Smile: The Temporal Effect of Emotions on Giving" Emily Garbinsky, Stanford University, USA* Jennifer Aaker, Stanford University, USA</p> <p>"Donating in Recessionary Times: Resource Scarcity, Social Distance, and Charitable Giving" Michal Herzenstein, University of Delaware, USA* Deborah Small, University of Pennsylvania, USA</p> <p>"Are the Rich or Poor the More Generous Ones? It Depends on the Way the Appeal is Framed" Kathleen D. Vohs, University of Minnesota, USA* Bob Fennis, University of Groningen, The Netherlands</p> <p>"Prosocial Spending and Well-Being: Cross-Cultural Evidence for a Psychological Universal" Michael I. Norton, Harvard University, USA* Lara Aknin, University of British Columbia, Canada Chris Barrington-Leigh, University of British Columbia, Canada Elizabeth Dunn, University of British Columbia, Canada John Helliwell, University of British Columbia, Canada Robert Biswas-Deiner, Centre for Applied Positive Psychology, USA Imelda Kemeza, Mbarara University of Science and Technology, Uganda Paul Nyende, Mbarara University of Science and Technology, Uganda Claire Ashton-James, University of Groningen, The Netherlands</p>
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8.2	Encouraging Healthier Food Consumption: The Role of Product Package Cues	<p>Paul M. Connell, City University London, UK*</p> <p>Elizabeth G. Miller, University of Massachusetts, Amherst, USA</p>	<p>"The Impact of Licensed Cartoon Characters on Children's Eating Choices"</p> <p>Bridget Leonard, University of Colorado, USA*</p> <p>Kenneth C. Manning, Colorado State University, USA</p> <p>Margaret C. Campbell, University of Colorado, USA</p> <p>"Exposure to Advertising and Packaging Cues in Early Childhood Leads to Blurred Distinction Between Commercial and Entertainment Media That Persists into Adulthood"</p> <p>Paul M. Connell, City University London, UK*</p> <p>Merrie Brucks, University of Arizona, USA</p> <p>Jesper H. Nielsen, University of Arizona, USA</p> <p>"Is That Healthy? The Influence of Information Type and Location on Nutritional Information Processing"</p> <p>Kathleen Debevec, University of Massachusetts, USA</p> <p>Yana Andonova, University of Massachusetts, USA*</p> <p>Elizabeth G. Miller, University of Massachusetts, USA</p> <p>"Confronting the U.S. Obesity Conundrum: Assessing Front-of- Package Evaluative vs. Reductive Nutrition Information Disclosure Systems"</p> <p>Christopher L. Newman, University of Mississippi, USA</p> <p>Elizabeth Howlett, University of Arkansas, USA*</p> <p>Scot Burton, University of Arkansas, USA*</p> <p>J. Craig Andrews, Marquette University, USA</p>
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8.3	Narrative Persuasion: Applications and Reflections from Three Disciplines	David Brinberg, Virginia Tech, USA	<p>"Narrative Engagement across Media Forms and Levels of Interactivity" Rick Busselle, Washington State University, USA*</p> <p>"Narratives in Cancer Prevention: A Review of a 10 Year Research Program" Matthew Kreuter, Washington University, USA*</p> <p>"The Effects of Social Relationships on Narrative Persuasion" Jing Wang, University of Iowa, USA* Jennifer Edson Escalas, Vanderbilt University, USA</p> <p>"A Framework of Narrative Persuasion" Anne Hamby, Virginia Tech, USA* Kim Daniloski, University of Scranton, USA David Brinberg, Virginia Tech, USA</p>
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8.4	Brand and Store Personality	Chair TBD	<p>"Who Made This Thing? How Designer Identity and Brand Personality Impact Consumers' Evaluations of New Product Offerings"</p> <p>Matt O'Hern, University of Oregon, USA*</p> <p>Lan Jiang, University of Oregon, USA</p> <p>"Store Personality as a Source of Customer Value"</p> <p>Kim Willems, Hasselt University and Vrije Universiteit Brussel, Belgium*</p> <p>Sara Leroy-Werelds, Hasselt University, Belgium*</p> <p>Sandra Streukens, Hasselt University, Belgium*</p> <p>"The Forgotten Brand Personality Dimension"</p> <p>Iftakar Haji, Aston University, UK*</p> <p>Heiner Evanschitzky, Aston University, UK</p> <p>Ian Combe, Aston University, UK</p> <p>Andrew Farrell, Aston University, UK</p> <p>"Revisiting Aaker's (1997) Brand Personality Dimensions: Validation and Expansion"</p> <p>Renu Emile, Auckland University of Technology, New Zealand</p> <p>Mike Lee, University of Auckland, New Zealand*</p>
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8.5	Advertising Persuasion and Processing	Chair TBD	<p>"That Ad's Been Retouched? – That Can Be Me!' The Persuasive Impact of Advertising Disclosure and Body-Image Idealization" Rania W. Semaan, American University of Sharjah, UAE* Stephen J. Gould, Baruch College, USA Bruno Kocher, HEC Paris, France</p> <p>"You Can't Always Forget What You Want: Social Identity and Memory for Identity-based Advertising" Amy Dalton, Hong Kong University of Science and Technology, China Li Huang, City University of Hong Kong, China*</p> <p>"The Role of Gender Congruity for Anthropomorphized Product Perception" Ellis Van den Hende, University of Amsterdam, The Netherlands Ruth Mugge, Delft University of Technology, The Netherlands*</p> <p>"Street Credibility: What Is It? Who Has It? Why Is It So Appealing to Diverse Consumer Groups?" Delancy Bennett, University of Massachusetts, USA* William Diamond, University of Massachusetts, USA</p>
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8.6	Forming and Sustaining Identity	Chihling Liu, University of Manchester, UK*	<p>"The Meaning of Nature and Its Implications on Individual Consumption Behaviour"</p> <p>Vimala Kunchambo, Monash University, Malaysia*</p> <p>Christina K.C Lee, Monash University, Malaysia</p> <p>"The Distributed Spirit of Consumerism: How Consumers Inform and Defend Themselves in a Fragmented World"</p> <p>Dominique Roux, Université Paris Sud, France*</p> <p>Corinne Chevalier, Université Paris Sud, France</p> <p>Lydiane Nabec, Université Paris Sud, France</p> <p>"Transformational Solutions of Self through Companion Animals"</p> <p>Jill Mosteller, Portland State University, USA*</p> <p>"In Pursuit of Being Different"</p> <p>Andrea Hemetsberger, University of Innsbruck, Austria*</p> <p>Ralf Weinberger, University of Innsbruck, Austria</p>
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8.7	Fashion and Beauty	Chair TBD	<p>"The Construction of Cosmetics-Consuming Women through Generational Families in Brazil's 'New Middle Class' Context"</p> <p>Roberta Dias-Campos, Federal University of Rio de Janeiro, Brazil Leticia Moreira Casotti, Federal University of Rio de Janeiro, Brazil*</p> <p>"'Granny Would Be Proud': On Doing Vintage, Practices and Emergent Socialities"</p> <p>Katherine Duffy, University of Strathclyde, UK* Paul Hewer, University of Strathclyde, UK Juliette Wilson, University of Strathclyde, UK</p> <p>"'Shall We Share Our Clothes?': Understanding Clothing Exchanges with Friends During Adolescence"</p> <p>Elodie Gentina, Univ. Lille Nord de France, France* Marie-Hélène Fosse-Gomez, Univ. Lille Nord de France, France*</p> <p>"Fashion Sense: Chinese Women's Response to Feminine Appeals in Transnational Advertising"</p> <p>Jie Fowler, Valdosta State University, USA* Aubrey Fowler III, Valdosta State University, USA</p>
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8.8	The Good, the Bad, and the Ugly of Consumer Spending within Close Relationships	Kristina Durante, University of Texas, San Antonio, USA*	<p>"Love You Both Equally, But... Parental Spending on Girls Versus Boys in Economic Recessions"</p> <p>Kristina Durante, University of Texas, San Antonio, USA*</p> <p>Vladas Griskevicius, University of Minnesota, Twin Cities, USA</p> <p>Joseph Redden, University of Minnesota, Twin Cities, USA</p> <p>"Romantic Motives and Men's Conspicuous Consumption: The Role of Materialism"</p> <p>Inge Lens, KU Leuven, Belgium*</p> <p>Luk Warlop, KU Leuven, Belgium and BI Norwegian Business School, Norway</p> <p>Mario Pandelaere, UGent, Belgium</p> <p>"When is Saving Sexy? The Role of Construal Level in Shaping the Appeal of Savers and Spenders as Romantic Relationship Partners"</p> <p>Jenny Olson, University of Michigan, USA*</p> <p>Scott Rick, University of Michigan, USA</p> <p>"Why is Materialism Bad for Marriage? Testing Pathways Linking Materialism to Divorce"</p> <p>Jill Sundie, University of Texas, San Antonio, USA*</p> <p>James Burroughs, University of Virginia, USA</p> <p>Daniel Beal, Rice University, USA</p>
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8.9	Social Media	Chair TBD	<p>"Exploring the Mythology of Viral Videos and the Epic Fail: Why Video Communications Capture the Market's Imagination"</p> <p>Dante M. Pirouz, University of Western Ontario, Canada*</p> <p>Allison Johnson, University of Western Ontario, Canada</p> <p>Raymond Pirouz, University of Western Ontario, Canada</p> <p>Matthew Thomson, University of Western Ontario, Canada</p> <p>"Segmenting Consumer Reactions to Social Network Advertising"</p> <p>Colin Campbell, Monash University, Australia*</p> <p>Carla Ferraro, Monash University, Australia</p> <p>Sean Sands, Monash University, Australia</p> <p>"Consumer-Created Advertising: Does Awareness of Advertising Co-Creation Help or Hurt Persuasion?"</p> <p>Debora Thompson, Georgetown University, USA*</p> <p>Prashant Malaviya, Georgetown University, USA</p> <p>"When Does 'Facebooking' Make Us Avoid Risks? The Effect of Social Networking Orientation on Risk Preference"</p> <p>Hakkyun Kim, Concordia University, Canada</p> <p>Kyoungmi Lee, Yonsei University, South Korea*</p> <p>Kiwan Park, Seoul National University, South Korea</p>
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8.10	Doing Well vs. Doing Good: The Interplay of Morality and Performance in Consumer Judgments	Jonathan Berman, University of Pennsylvania, USA	<p>"Redemption through Success: When Good Things Happen to Bad People" Eric Hamerman, Tulane University, USA* Jeffrey Parker, Georgia State University, USA</p> <p>"Tip of the Hat, Wag of the Finger: How Moral Decoupling Enables Consumers to Admire and Admonish" Amit Bhattacharjee, Dartmouth College, USA Jonathan Berman, University of Pennsylvania, USA* Americus Reed II, University of Pennsylvania, USA</p> <p>"Double Standards in the Use of Enhancing Products by Self and Others" Elanor Williams, University of California San Diego, USA* Mary Steffel, University of Cincinnati, USA</p> <p>"Actions Speak Less Loud Than Sentiments: A New Model of Moral Judgment" Clayton Critcher, University of California Berkeley, USA* Erik Helzer, Cornell University, USA David Tannenbaum, University of California Los Angeles, USA David Pizarro, Cornell University, USA</p>
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8.11	A Variety of Views on Variety-Seeking	<p>Yanping Tu, University of Chicago, USA Aner Sela, University of Florida, USA</p>	<p>"Preferring the Same, but Choosing Differently: Vicarious Satiation and Variety-Seeking in Groups" Yanping Tu, University of Chicago, USA* Ayelet Fishbach, University of Chicago, USA</p> <p>"Less is More: Variety as a Preference Strength Signal" Aner Sela, University of Florida, USA* Michal Maimaran, Northwestern University, USA</p> <p>"The 'Visual Preference Heuristic' and the Influence of Visual Versus Verbal Depiction on Perceived Assortment Variety" Claudia Townsend, University of Miami, USA* Barbara Kahn, University of Pennsylvania, USA</p> <p>"Variety and the Spice of Life: The Effect of Spicy Gustatory Experiences on Variety-Seeking" Sayantani Mukherjee, California State University Long Beach, USA* Thomas Kramer, University of South Carolina, USA Katina Kulow, University of South Carolina, USA</p>
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8.12	Product and Category Issues	Chair TBD	<p>"Uppers and Downers: Conveying Product Activity Level with Diagonals" Ann Schlosser, University of Washington, USA Ruchi Rikhi, University of Washington, USA*</p> <p>"Effective Substitution: The Drawback of High Similarity" Zachary Arens, University of Maryland, USA* Rebecca Hamilton, University of Maryland, USA</p> <p>"Different Ways of Saying Goodbye: Outlining Three Types of Abandonment of a Product Category" Maribel Suarez, Federal University of Rio de Janeiro, Brazil* Marie Agnes Chauvel, Federal University of São Joao del Rei, Brazil</p> <p>"Self-Affirmation Can Backfire for Experts: The Case of Product Warning Messages" Valeria Noguti, University of Technology Sydney, Australia*</p>
8.13	Nonconscious Processing	Julia Bayuk, University of Delaware, USA	<p>"Resistance to Persuasion: Minimizing Cognitive Effort by Implicit Forewarning" Marieke Fransen, University of Amsterdam, The Netherlands*</p> <p>"False but Persuasive Information: The Automatic Success of Infomercials" Claudiu Dimofte, San Diego State, USA* Richard Yalch, University of Washington, USA</p> <p>"From Bye-Bye to Buy-Buy: Influence of Homophone Priming on Judgment and Behavior" Derick Davis, Virginia Tech, USA* Paul Herr, Virginia Tech, USA</p> <p>"Correcting for Unconscious Experiential Processing" Francine Espinoza, ESMT, Germany*</p>

8.14	Impression Formation	Chair TBD	<p>"Balancing the Basket: The Role of Shopping Basket Composition on Embarrassment"</p> <p>Sean Blair, Northwestern University, USA*</p> <p>Neal Roesse, Northwestern University, USA</p> <p>"The Effect of Dual Anchors on Numeric Judgments: The Moderating Effects of Anchor Order and Domain Knowledge"</p> <p>Devon DelVecchio, Miami University, USA</p> <p>Timothy Heath, HEC Paris, France*</p> <p>"The Red-Sneakers Effect: Inferring Status from Signals of Nonconformity"</p> <p>Silvia Bellezza, Harvard University, USA*</p> <p>Francesca Gino, Harvard University, USA</p> <p>Anat Keinan, Harvard University, USA</p> <p>"When Up Is Down: Natural Height Congruency in Product Evaluation"</p> <p>Michael Giblin, University at Buffalo, USA*</p> <p>Aner Tal, Cornell University, USA</p> <p>Brian Wansink, Cornell University, USA</p>
8.15	ROUNDTABLE: Conversations on the Sacred and Spirituality in Consumer Behavior	Organizers: Diego Rinallo, Bocconi University, Italy Pauline Maclaran, Royal Holloway, University of London, UK	<p>Pauline Maclaran, Royal Holloway, University of London, UK</p> <p>Russell Belk, York University, Canada</p> <p>Stephen Gould, Baruch College, USA</p> <p>Elif Izberk-Bilgin, University of Michigan-Dearborn, USA</p> <p>Richard Kedzior, Hanken School of Economics, Finland</p> <p>Robert Kozinets, York University, Canada</p> <p>Hope Jensen Schau, University of Arizona, USA</p> <p>Linda Scott, University of Oxford, UK</p> <p>John F. Sherry, University of Notre Dame, USA</p> <p>Eric Arnould, University of Bath, UK</p> <p>Alan Bradshaw, Royal Holloway, University of London, UK</p>
<p align="center">ACR Lunch and Business Meeting 12:30-2:00 p.m.</p>			

Session 9: Saturday, October 6 from 2:00-3:15 p.m.

9.1	At the Bottom of the Pyramid: How Consumers Cope with Low Status	Nailya Ordabayeva, Erasmus University Rotterdam, The Netherlands	<p>"Status, Race, and Money: The Impact of Racial Hierarchy on Willingness-to-Pay" Aarti S. Ivanic, University of San Diego, USA Jennifer R. Overbeck, University of Southern California, USA Joseph C. Nunes, University of Southern California, USA*</p> <p>"When Diamonds are Not the Poor's Best Friend: How the Poor Deal with Unaffordables" Cara de Boer, Katholieke University Leuven, Belgium Siegfried Dewitte, Katholieke University Leuven, Belgium* Wouter Vanhouche, Katholieke University Leuven, Belgium</p> <p>"I'll Sell That for a Dollar: How Social Status Threats Devalue One's Possessions" David Dubois, HEC Paris, France* Esta Denton, Northwestern University, USA Derek D. Rucker, Northwestern University, USA</p> <p>"When Equality Promotes Selfish Behavior" Nailya Ordabayeva, Erasmus University Rotterdam, The Netherlands* Pierre Chandon, INSEAD, France</p>
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9.2	Would Others Be Gaga for Lady Gaga? When Personal Experience and Perspective Leads to (Mis)Predictions of Others' Preferences	Troy Campbell, Duke University, USA	<p>"Why a Frying Pan is Better than Flowers: A Construal Level Approach to Gift Exchange"</p> <p>Ernest Baskin, Yale University, USA*</p> <p>Cheryl Wakslak, University of Southern California, USA</p> <p>Yaacov Trope, New York University, USA</p> <p>Nathan Novemsky, Yale University, USA</p> <p>"Too Much Experience: Predicting Others' Emotive Reactions and Making Recommendations after Repeated Exposure"</p> <p>Troy Campbell, Duke University, USA*</p> <p>Ed O'Brien, University of Michigan, USA</p> <p>Norbert Schwarz, University of Michigan, USA</p> <p>Leaf Van Boven, University of Colorado, USA</p> <p>Peter Ubel, Duke University, USA</p> <p>"From Personal Choices to Perceived Popularity: The Impact of Choice Difficulty On Estimated Consensus"</p> <p>Mary Steffel, University of Cincinnati, USA*</p> <p>Eldar Shafir, Princeton University, USA</p> <p>"When My Pain is (Not) Your Pain: Self, Similarity, and Embodied Cognition in Social Prediction"</p> <p>Ed O'Brien, University of Michigan, USA*</p> <p>Phoebe Ellsworth, University of Michigan, USA</p>
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9.3	Persuasion I	Randy Stein, University of California Riverside, USA	<p>"When the Message 'Feels Right': When and How does Source Similarity Enhance Message Persuasiveness?" Ali Faraji-Rad, Columbia University, USA* Luk Warlop, KU Leuven, Belgium and BI Norwegian Business School, Norway Bendik Samuelsen, BI Norwegian Business School, Norway</p> <p>"How to Persuade 100,000 Friends? Understanding Blogs as One-to-One Mass Media" Soyean (Julia) Kim, Boston University, USA* Seema Pai, Boston University, USA Frederic F. Brunel, Boston University, USA Barbara A. Bickart, Boston University, USA</p> <p>"Preferred Persuasion: How Self Construal Changes Consumer Responses to Persuasion Attempts" Wenxia Guo, University of Manitoba, Canada* Kelley Main, University of Manitoba, Canada*</p> <p>"The Specificity Heuristic: Consumer Evaluations of Expert Recommendation" Mauricio Palmeira, Monash University, Australia Gerri Spassova, Monash University, Australia*</p>
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9.4	New Perspectives on Symbolic Brands and Reference Groups	Silvia Bellezza, Harvard University, USA	<p>"Connecting with Celebrities: The Therapeutic Function of Celebrity Endorsement"</p> <p>Jennifer Edson Escalas, Vanderbilt University, USA*</p> <p>James R. Bettman, Duke University, USA</p> <p>"Brand-Tourists or Brand-Immigrants? How New Consumers Dilute or Enhance the Image of Symbolic Brands"</p> <p>Silvia Bellezza, Harvard University, USA*</p> <p>Anat Keinan, Harvard University, USA</p> <p>"Brand Dilution: The Impact of the User of Counterfeits on Genuine Brand Perceptions and the Moderating Role of Social Class"</p> <p>Nelson Amaral, University of Minnesota, USA*</p> <p>Barbara Loken, University of Minnesota, USA</p> <p>"When 'Your Brand' Changes the Terms of the Relationship: Vicarious Dissonance in the Context of Brand Attachment"</p> <p>Eda Sayin, Koc University, Turkey*</p> <p>Nilufer Aydinoglu, Koc University, Turkey</p> <p>Zeynep Gurhan-Canli, Koc University, Turkey</p>
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9.5	Advertising/Message Attitude Theory	Chair TBD	<p>"Pictures Versus Words in Changing Implicit Attitudes in Ambush Marketing Disclosure: The Role of Valence of Mental Images"</p> <p>Olivier Trendel, Grenoble Ecole de Management, France*</p> <p>Marc Mazodier, University of South Australia, Australia</p> <p>Kathleen D. Vohs, University of Minnesota, USA</p> <p>"Matching the Words to the Features in Persuasive Advertising: A Construal-Matching Hypothesis"</p> <p>Karthik Easwar, Ohio State University, USA*</p> <p>Lifeng Yang, University of Mississippi, USA</p> <p>"Brand-Related Background Music and Consumer Choice"</p> <p>Florack Arnd, University of Vienna, Austria*</p> <p>Dimofte Claudiu, San Diego State University, USA</p> <p>Rössler Karin, University of Vienna, Austria</p> <p>"The Effect of Message Credibility, Need for Cognitive Closure, and Information Sufficiency on Thought-Induced Attitude Change"</p> <p>Bruce E. Pfeiffer, University of New Hampshire, USA*</p> <p>Hélène Deval, Dalhousie University, Canada</p> <p>David H. Silvera, University of Texas at San Antonio, USA</p> <p>Maria L. Cronley, Miami University, USA</p> <p>Frank R. Kardes, University of Cincinnati, USA</p>
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9.6	Gender and Family Identity	<p>Paul M. Connell, City University London, UK , Hope Jensen Schau, University of Arizona, USA</p>	<p>"Gender and Family Identification in Television Narratives: Homophilization and Appropriation" Hope Jensen Schau, University of Arizona, USA Cristel Russell, American University, USA* David Crockett, University of South Carolina, USA</p> <p>"Gender Norms, Family Identity, and the Performance of Motherhood Using Commercial Childcare" Aimee Dinnin Huff, University of Western Ontario, Canada* June Cotte, University of Western Ontario, Canada</p> <p>"Negotiating 'The New Father': The Consumption of Technology within the Contemporary Family" Shona M. Bettany, Hull University, UK Ben Kerrane, Bradford University, UK* Margaret Hogg, Lancaster University, UK</p> <p>"The Influence of Gendered Intrafamily Coalitions on Intergenerational Transfer" Paul M. Connell, City University London, UK* Hope Jensen Schau, University of Arizona, USA</p>
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9.7	Social Media and Internet Consumption	Chair TBD	<p>"Are Social Media Only Social? Understanding the Role of Social Media in the Processes of Independent and Interdependent Identity Construction"</p> <p>Gachoucha Kretz, ISC Paris, France*</p> <p>Benjamin Voyer, London School of Economics and American University in London, UK*</p> <p>"Social Curation in Consumer Communities: Consumers as Curators of Online Media Content"</p> <p>Mikko Villi, Aalto University School of Economics, Finland</p> <p>Johanna Moisander, Aalto University School of Economics, Finland*</p> <p>Annamma Joy, University of British Columbia, Canada</p> <p>"Consuming the Cyborg"</p> <p>Arundhati Bhattacharyya, York University, Canada*</p> <p>Richard Kedzior, Hanken School of Economics, Finland*</p> <p>"Collective Authentication"</p> <p>Sabrina Gabl, University of Innsbruck, Austria*</p> <p>Andrea Hemetsberger, University of Innsbruck, Austria*</p>
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9.8	Risk	Chair TBD	<p>"Navigating the Waters: Regulating Versus Using Feelings Toward Risky Choices"</p> <p>Eugene Chan, University of Toronto, Canada*</p> <p>Najam Saqib, Qatar University, Qatar</p> <p>"Conservative When Crowded: How Social Crowding Leads to Safety-Oriented Choices"</p> <p>Ahreum Maeng, University of Wisconsin - Madison, USA*</p> <p>Dilip Soman, University of Toronto, Canada</p> <p>Robin Tanner, University of Wisconsin - Madison, USA</p> <p>"Putting Your Eggs in One Basket: Sex Ratio Effects on Bet-Hedging"</p> <p>Joshua Ackerman, Massachusetts Institute of Technology, USA*</p> <p>Vladas Griskevicius, University of Minnesota, USA</p> <p>"Lies, Damned Lies and Statistics: Risk Reduction Framing and the Power of Prominent Brands"</p> <p>Robert Madrigal, University of Oregon, USA*</p> <p>Catherine Armstrong Soule, University of Oregon, USA</p> <p>Leslie Koppenhafer, University of Oregon, USA</p>
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9.9	Beyond Individualism and Collectivism: Novel Cultural Factors and Their Influence on Consumer Behavior	Carlos Torelli, University of Minnesota, USA	<p>"The Interplay between Power Distance, Position in the Social Hierarchy, and Product Type: Consequences for Consumers' Preferences for Premium over Generic Brands"</p> <p>Carlos Torelli, University of Minnesota, USA*</p> <p>Ashok Lalwani, Indiana University, USA</p> <p>Jessie Wang, Indiana University, USA</p> <p>Yajin Wang, University of Minnesota, USA</p> <p>"Equality Equals Efficacy: The Effect of Power Distance Belief on Charitable Giving"</p> <p>Karen Page Winterich, Pennsylvania State University, USA</p> <p>Yinlong Zhang, University of Texas at San Antonio, USA*</p> <p>"Eye for an Eye: The Effect of Honor Values on Consumer Responses to Brand Failures"</p> <p>Frank May, University of South Carolina, USA*</p> <p>Alokparna (Sonia) Monga, University of South Carolina, USA</p> <p>Kartik Kalaighnam, University of South Carolina, USA</p> <p>"Power Distance Belief and Brand Personality"</p> <p>Xuehua Wang, Shanghai University of Finance and Economics, China</p> <p>Xiaoyu Wang, Shanghai University of Finance and Economics, China</p> <p>Xiang Fang, Oklahoma State University, USA*</p>
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9.10	The Nosy Decision Maker: How the Sense of Smell Influences Consumers' Decisions	Meng-Hsien (Jenny) Lin and Terry Childers, Iowa State University, USA	<p>"The Smell Factor: Individual Differences in Olfaction Memory, Judgments and Decision-Making" Meng-Hsien (Jenny) Lin, Iowa State University, USA* Terry Childers, Iowa State University, USA Samantha Cross, Iowa State University, USA</p> <p>"Exploring the Dark Side of Chocolate: Moral Cleansing and Licensing Among Restrained Eaters" Maureen Morrin, Rutgers University, USA Nguyen Pham, Arizona State University, USA* May Lwin, Nanyang Technological University, Singapore Mellisa Bublitz, University of Wisconsin - Oshkosh, USA</p> <p>"Love at First Sight or at First Smell? Order Effects of Olfactory and Visual Cues" Dipayan Biswas, University of South Florida, USA* Lauren Labrecque, Northern Illinois University, USA Donald Lehmann, Columbia University, USA</p> <p>"Seeing What You Smell: An Eye Tracking Analysis of Visual Attention" May Lwin, Nanyang Technological University, Singapore Maureen Morrin, Rutgers University, USA* Chiao Sing Chong, Nanyang Technological University, Singapore Su Xia Tan, Nanyang Technological University, Singapore</p>
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9.11	Self Control	Chair TBD	<p>"Self-Control Spillover: Impulse Inhibition Facilitates Simultaneous Self-Control in Unrelated Domains"</p> <p>Mirjam Tuk, Imperial College Business School, UK and INSEAD, France*</p> <p>Kuangjie Zhang, INSEAD, Singapore</p> <p>Steven Sweldens, INSEAD, France</p> <p>"Friends Show the Forest Beyond the Trees: Friendship Enhances Consumer Self-Control by Facilitating Global Processing"</p> <p>Eline L.E. de Vries, University of Groningen, The Netherlands*</p> <p>Debra Trampe, University of Groningen, The Netherlands</p> <p>Bob M. Fennis, University of Groningen, The Netherlands</p> <p>"Should Birds of a Feather Flock Together? Navigating Self-Control Decisions in Dyads"</p> <p>Hristina Dzhogleva, University of Pittsburgh, USA*</p> <p>Cait Poynor Lamberton, University of Pittsburgh, USA</p> <p>"An Exclusionary or Integrative Approach to Goal Conflict: The Moderating Role of Mindset Abstraction"</p> <p>Fang-Chi Lu, University of Iowa, USA*</p> <p>Jooyoung Park, University of Iowa, USA*</p> <p>Dhananjay Nayakankuppam, University of Iowa, USA</p>
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9.12	Customer (Dis)satisfaction	Chair TBD	<p>"Humorous Consumer Complaints"</p> <p>A. Peter McGraw, University of Colorado, USA Christina Kan, University of Colorado, USA* Caleb Warren, Universita Commerciale Luigi Bocconi, Italy</p> <p>"'I Apologize. I Understand Your Concerns': When an Empathetic Apology Works"</p> <p>Kyeong Sam Min, University of New Orleans, USA* Jae Min Jung, California State Polytechnic University at Pomona, USA Kisang Ryu, Sejong University, Korea</p> <p>"Accentuate the Positive: How Identity affects Customer Satisfaction"</p> <p>Tilottama G. Chowdhury, Quinnipiac University, USA Kalpesh K. Desai, State University of New York, Binghamton* Lisa Bolton, Pennsylvania State University, USA</p> <p>"Over and Over Again: Negative Emotions, Consumer Rumination and Post-Service Failure Outcomes"</p> <p>Yuliya Strizhakova, Rutgers University, USA* Julie Ruth, Rutgers University, USA*</p>
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9.13	Inside My Mind	Pam Mohanty, Governors State University, USA	<p>"Exploration vs. Exploitation Mindsets in Consumer Search"</p> <p>Valerie Trifts, Dalhousie University, Canada*</p> <p>Gerald Häubl, University of Alberta, Canada</p> <p>"Sticking to Plan: How Concrete Mindsets Increase Reliance on Mental Budgets"</p> <p>Sonja Prokopec, ESSEC Business School, France*</p> <p>Francine Espinoza, ESMT, Germany</p> <p>Vanessa Patrick, University of Houston, USA</p> <p>"Thank You for the Music! A Working Memory Examination of the Effect of Musical Elements on Verbal Learning"</p> <p>Esther Kang, University at Buffalo - SUNY, USA*</p> <p>Arun Lakshmanan, University at Buffalo - SUNY, USA</p> <p>"Lack of Understanding Increases Desire for Abstraction"</p> <p>Jae-Eun Namkoong, University of Texas at Austin, USA*</p> <p>Marlone Henderson, University of Texas at Austin, USA</p>
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9.14	Consumer Insights for Effective Marketing Strategy	Session Chair TBD	<p>"The Effect of Package Shape on Consumer's Calorie Estimation"</p> <p>Jieun Koo, Korea University, Korea*</p> <p>Kwanho Suk, Korea University, Korea</p> <p>"When Does Personalization Pay Off?"</p> <p>Isabelle Kes, TU Braunschweig, Germany*</p> <p>David M. Woisetschläger, TU Braunschweig, Germany</p> <p>"Disclosure in Word-of-Mouth Marketing: The Role of Prior Agent Experience"</p> <p>Lisa Abendroth, University of St. Thomas, USA*</p> <p>"Do Higher Stakes Lead to Better Choices?"</p> <p>Freling Traci, University of Texas - Arlington*</p> <p>Saini Ritesh, University of Texas - Arlington</p> <p>Yang Zhiyong, University of Texas - Arlington</p>
9.15	ROUNDTABLE: Think Outside the Lab: Using Field Data in Behavioral Research	Organizer: Jonah Berger, University of Pennsylvania, USA	<p>Jeff Inman, University of Pittsburgh, USA</p> <p>Darren Dahl, University of British Columbia, Canada</p> <p>Leslie John, Harvard Business School, USA</p> <p>Ayelet Gneezy, University of California San Diego, USA</p> <p>Uri Simonsohn, University of Pennsylvania, USA</p> <p>Leif Nelson, University of California Berkeley, USA</p> <p>Joe Simmons, University of Pennsylvania, USA</p> <p>Sarah Moore, University of Alberta, Canada</p> <p>Michael I. Norton, Harvard Business School, USA</p>
Coffee Break: 3:15-3:30 p.m.			
Session 10: Saturday, October 6 from 3:30-4:45 p.m.			

10.1	The Best of Times, The Worst of Times: How Resource Abundance and Scarcity Shape Consumer Behavior	Eugene M. Caruso, The University of Chicago, USA Nicole Mead, Erasmus University, The Netherlands	<p>"Do the Worst of Times Increase Creativity?: Scarcity vs. Abundance Psychology and Creativity" Ravi Mehta, University of Illinois at Urbana-Champaign, USA* Meng Zhu, Johns Hopkins University, USA</p> <p>"Dealing with Uncertainty Through Haptic Sensations" Femke van Horen, University of Cologne, Germany* Thomas Mussweiler, University of Cologne, Germany</p> <p>"Perceived Resource Scarcity Reduces Trust among Men but Increases Trust Among Women" Nicole L. Mead, Erasmus University, The Netherlands* Evan Weingarten, University of Chicago, USA Eugene M. Caruso, University of Chicago, USA</p> <p>"Mental Accounting in the Context of Poverty" Crystal Hall, University of Washington, USA* Eldar Shafir, Princeton University, USA</p>
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10.2	Construal Levels: New Antecedents, Insights and Implications	Dengfeng Yan, Hong Kong University of Science and Technology, China	<p>"Why Does Psychological Distance Influence Construal Level? The Role of Processing Mode"</p> <p>Dengfeng Yan, Hong Kong University of Science and Technology, China*</p> <p>Jaideep Sengupta, Hong Kong University of Science and Technology, China</p> <p>Jiewen Hong, Hong Kong University of Science and Technology, China</p> <p>"Do Lilliputians See the Big Picture? The Effect of Physical Level on the Level of Construal"</p> <p>Pankaj Aggarwal, University of Toronto, Canada*</p> <p>Min Zhao, University of Toronto, Canada</p> <p>"When Proximity Prompts Abstraction: High-Level Construal as a Means of Counteractive Control"</p> <p>Kentaro Fujita, Ohio State University, USA*</p> <p>Karen MacGregor, Ohio State University, USA</p> <p>"When Feeling Depleted Helps? The Positive Effect of Regulatory Depletion"</p> <p>Echo Wen Wan, University of Hong Kong, China*</p> <p>Nidhi Agrawal, Northwestern University, USA</p>
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10.3	Persuasion II	Chair TBD	<p>"The Ironic Effect of Excuses on Consumer Perceptions"</p> <p>Elise Chandon Ince, Virginia Tech, USA</p> <p>Rajesh Bagchi, Virginia Tech, USA</p> <p>Nora Moran, Virginia Tech, USA*</p> <p>"I Don't Need an Agreement on My Conflicting Shopping Behaviors: Multiple Selves and Consumption in Japan"</p> <p>Satoko Suzuki, Kyoto University, Japan*</p> <p>Akutsu Satoshi, Hitotsubashi University, Japan</p> <p>"Negative Consumption Episodes, Counterfactuals and Persuasion"</p> <p>Kai-Yu Wang, Brock University, Canada*</p> <p>Xiaojing Yang, University of Wisconsin - Milwaukee, USA</p> <p>Shailendra Jain, University of Washington, USA</p> <p>"Effects of Narrative Transportation on Persuasion: A Meta-Analysis"</p> <p>Tom van Laer, ESCP Europe, France*</p> <p>Ko de Ruyter, Maastricht University, The Netherlands</p> <p>Martin Wetzels, Maastricht University, The Netherlands</p>
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10.4	Me, Myself, and My Brand	Chair TBD	<p>"Me, Myself, and Ikea: Self-Evaluations in Brand Judgment" Jacob H. Wiebenga, University of Groningen, The Netherlands* Bob M. Fennis, University of Groningen, The Netherlands</p> <p>"Shifting Identities and Brand Preferences: How and When a Malleable Identity Helps Individuals Differentiate with Brands" Sara Dommer, University of Pittsburgh, USA* Vanitha Swaminathan, University of Pittsburgh, USA Rohini Ahluwalia, University of Minnesota, USA</p> <p>"I Think I Can, I Think I Can: Brand Use, Self-Efficacy, and Performance" Ji Kyung Park, University of Delaware, USA* Deborah Roedder John, University of Minnesota, USA</p> <p>"What Did You Do To My Brand? Consumer Responses To Changes In Brands Towards Which They Are Nostalgic" Alison B. Shields, Kent State University, USA* Jennifer Wiggins Johnson, Kent State University, USA</p>
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10.5	Advertising and Branding	Michael Belch, San Diego State University, USA	<p>"Emotional Marketing: How Pride and Compassion Impact Preferences for Underdog and Top Dog Brands"</p> <p>Mark Staton, Western Washington University, USA*</p> <p>Neeru Paharia, Georgetown University, USA</p> <p>Christopher Oveis, University of California San Diego, USA</p> <p>"Beyond Seeing McDonald's Fiesta Menu: The Role of Accent in Brand Sincerity of Ethnic Products and Brands"</p> <p>Marina Puzakova, Drexel University, USA*</p> <p>Hyokjin Kwak, Drexel University, USA</p> <p>Monique Bell, Drexel University, USA</p> <p>"Consumption-Related Values and Product Placement: The Effect of Cultivating Fashion Consciousness on the Appeal of Brands in Reality Television"</p> <p>Claire Sherman, Zayed University, UAE*</p> <p>Damien Arthur, Zayed University, UAE*</p> <p>"The Impact of Flow on Memory and Attitudes for In-Game Brand Placements: The Moderating Role of Brand Congruence and Placement Prominence"</p> <p>Iris Vermeir, University College Ghent and Ghent University, Belgium</p> <p>Snezhanka Kazakova, Ghent University, Belgium</p> <p>Tina Tessitore, Ghent University, Belgium*</p> <p>Verolien Cauberghe, Ghent University, Belgium</p> <p>Hendrik Slabbinck, Ghent University, Belgium</p>
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10.6	Family Decision Making	Chair TBD	<p>"Family Quality Time and the Techno-culture Food Environment" Pepukayi Chitakunye, University of KwaZulu-Natal, South Africa*</p> <p>"The Thrifty Meal: Re-Creating Value in the Kitchen" Benedetta Cappellini, Royal Holloway, University of London, UK* Elizabeth Parsons, Keele University, UK*</p> <p>"The Mediating Role of the Built Environment in Family Consumption Practices" Pauline Maclaran, Royal Holloway, University of London, UK* Margaret K. Hogg, Lancaster University, UK* Carolyn F. Curasi, Georgia State University, USA</p> <p>"Inter-Racial Couples, Household Decision-Making and Contextual Influences on Consumer Acculturation" Wakiuru Wamwara-Mbugua, Wright State University, USA*</p>
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10.7	Critical Marketing Scholarship	Chair TBD	<p>"How Relevant is Marketing Scholarship? A Case History with a Prediction" Edward McQuarrie, Santa Clara University, USA*</p> <p>Barbara Phillips, University of Saskatchewan, Canada*</p> <p>Steven Andrews, Roger Williams University, USA*</p> <p>"Utilising Consumer Introspection Theory to Place the Culture of Consumer Research into the Flow of Life" Tim Stone, University of Aberdeen, UK*</p> <p>Fuat Firat, University of Texas - Pan American, USA</p> <p>Stephen Gould, Baruch College, USA</p> <p>"The BOP Metanarrative: A Critical Exploration" Suparna Chatterjee, Xavier University, USA</p> <p>"Cruising the Unadulterated Terrain of Consumption: Rural Snowmobilers' Interpellation through Collective Simplicity" Soonkwan Hong, Michigan Technological University, USA*</p>
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10.8	Mental Representations of Uncertainty and Risk	Bart de Langhe, University of Colorado at Boulder, USA	<p>"Lay Understanding of the First Four Moments of Observed Distributions: A Test of Economic and Psychological Assumptions" David Rothschild, Yahoo! Research, USA Daniel Goldstein, Yahoo! Research, USA*</p> <p>"Recency and Reference Point Formation: The Effect on Risky Choice Behavior" George Wu, University of Chicago, USA* Michael Yeomans, University of Chicago, USA</p> <p>"The Role of Payoff Ratio in Decision Making Under Uncertainty" Bart de Langhe, University of Colorado at Boulder, USA* Stefano Punotni, Erasmus University Rotterdam, The Netherlands</p> <p>"Outcome Neglect: How Guessing Heuristics Supersede Expected Value" Oleg Urminsky, University of Chicago, USA* Adelle Yang, University of Chicago, USA</p>
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10.9	The Paradox of Memory	Kathryn LaTour, Independent, USA	<p>"Value of Memories" Patrick Vargas, University of Illinois at Urbana-Champaign, USA*</p> <p>"Nostalgic Charity Appeals: Moderating Effect of Mood, Beneficiary, and Childhood Icons" Kathryn LaTour, Independent, USA Altaf Merchant, University of Washington-Tacoma, USA* John Ford, Old Dominion University, USA Michael LaTour, UNLV, USA</p> <p>"Memories Jogging at High Intensity: The Effect of Recollecting Past Hedonic Experiences on their Retrospective Evaluations" Rajesh Bhargave, University of Texas at San Antonio, USA* Antonia Mantonakis, Brock University, Canada</p> <p>"Remembering the Best of Times or the Worst of Times? The Moderating Role of Brand Commitment on False Product Experience Memories" Nicole Montgomery, College of William and Mary, USA* Priyali Rajagopal, Southern Methodist University, USA</p>
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10.10	The Effects of Temperature on Consumers Cognitive and Affective Decisions	Rhonda Hadi, Baruch College, USA	<p>"Warmer or Cooler: Exploring the Influence of Ambient Temperature on Cognitive Task Performance"</p> <p>Luqiong Tong, Tsinghua University, China Yuhuang Zheng, Tsinghua University, China Ping Zhao, Tsinghua University, China Rui (Juliet) Zhu, University of British Columbia, Canada*</p> <p>"Influence of Warm (Versus Cool) Temperatures on Consumer Choice: A Resource Depletion Account"</p> <p>Amar Cheema, University of Virginia, USA* Vanessa M. Patrick, University of Houston, USA</p> <p>"Mental Thermoregulation: Affective and Cognitive Pathways for Non-Physical Temperature Regulation"</p> <p>Rhonda Hadi, Baruch College, USA* Lauren Block, Baruch College, USA Dan King, National University of Singapore Business School, Singapore*</p> <p>"Physical Warmth and Following the Crowd: The Effect of Ambient Temperature on Preference for Popularity"</p> <p>Xun (Irene) Huang, Chinese University of Hong Kong, China* Meng Chang, Chinese University of Hong Kong, China* Michael K. Hui, Chinese University of Hong Kong, China Robert S. Wyer, Chinese University of Hong Kong, China</p>
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10.11	Time	Chair TBD	<p>"Influence of Future Time Perspective on Involvement: An Approach with Two Studies"</p> <p>Stefanie Scholz, Otto-Friedrich-University Bamberg, Germany*</p> <p>Yvonne Illich, Friedrich-Alexander-University Erlangen-Nuremberg, Germany</p> <p>Björn S. Ivens, Otto-Friedrich-University Bamberg, Germany</p> <p>Martina Steul-Fischer, Friedrich-Alexander-University Erlangen-Nuremberg, Germany</p> <p>"Good or Bad, We Want It Now: Resolution Theory Explains Magnitude Reversal in Intertemporal Choice"</p> <p>David Hardisty, Stanford University, USA*</p> <p>Kirstin Appelt, Columbia University, USA</p> <p>Elke Weber, Columbia University, USA</p> <p>"Differential Discounting of Hedonic and Utilitarian Rewards: The Effect of Outcome Related Affect on Time-Sensitivity"</p> <p>Selcuk Onay, University of Waterloo, Canada</p> <p>Valeria Noguti, University of Technology Sydney, Australia*</p> <p>"When Losing Hurts Less: How Spending Time Versus Money Affects Outcome Happiness"</p> <p>Subimal Chatterjee, SUNY Binghamton, USA*</p> <p>Chien-Wei (Wilson) Lin, SUNY Binghamton, USA*</p>
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10.12	Satisfaction Across the Consumption Experience: The Impact of Judgment Timing, Emotions, and Interruptions on Consumer Enjoyment	Patti Williams, University of Pennsylvania, USA	<p>"The Road Not Taken: The Effect of Forming Pre-Choice Product Expectations and Making a Choice on Subsequent Consumption Enjoyment"</p> <p>Naomi Mandel, Arizona State University, USA*</p> <p>Stephen M. Nowlis, Washington University, USA</p> <p>"Angry Avengers or Disappointed Deferrers: Consumers' Emotional Reactions to Stock Outs"</p> <p>Nicole Verrochi Coleman, University of Pittsburgh, USA*</p> <p>Patti Williams, University of Pennsylvania, USA</p> <p>Gavan J. Fitzsimons, Duke University, USA</p> <p>"The Effect of Curiosity on Consumption Enjoyment"</p> <p>Elif Isikman, University of Southern California, USA*</p> <p>Lisa Cavanaugh, University of Southern California, USA</p> <p>Deborah J. MacInnis, University of Southern California, USA</p> <p>Gulden Ulkumen, University of Southern California, USA</p> <p>"Waiter, There's a Fly in My Soup (and I Have an iPhone)! How Evaluation Timing can Impact Customer Reviews"</p> <p>Christine Ringler, Rutgers University, USA*</p> <p>Andrea C. Morales, Arizona State University, USA</p> <p>Nancy J. Sirianni, Texas Christian University, USA</p>
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10.13	Emotional Appeals	Chair TBD	<p>"Tell Me What to Do When I am in a Good Mood. Show Me What to Do When I am in a Bad Mood: Mood as a Moderator of Social Norm's Influence" Vladimir Melnyk, Maastricht University, The Netherlands* Erica van Herpen, Wageningen University, The Netherlands Arnout R. H. Fischer, Wageningen University, The Netherlands Hans C. M. van Trijp, Wageningen University, The Netherlands</p> <p>"Closure, Emotion, and Psychological Distance" Jae-Eun Namkoong, University of Texas at Austin, USA* Andrew Gershoff, University of Texas at Austin, USA</p> <p>"The Influence of Temperature on Consumers' Reaction to Emotional Appeals" Pascal Bruno, University of Cologne, Germany Valentyna Melnyk, The University of Waikato, New Zealand* Franziska Völckner, University of Cologne, Germany</p> <p>"My Heart Longs for More: The Role of Emotions in Assortment Size Preferences" Yangjie Gu, London Business School, UK* Aylin Aydinli, London Business School, UK*</p>
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10.14	Sensory Perception	Courtney Szocs, University of South Florida, USA	<p>"From the Hands to the Mind: Haptic Brand Signatures" Mathias Streicher, University of Innsbruck, Austria*</p> <p>"Feel the Moral Weight on Your Shoulders – How Consumer Products Gain or Lose Physical Weight through Moral Meaning" Moritz Susewind, University of Cologne, Germany* Fabian Christandl, University of Cologne, Germany Erik Hoelzl, University of Cologne, Germany</p> <p>"Order Effects of Sampling Sequential Products with Similar Versus Dissimilar Sensory Cues" Dipayan Biswas, University of South Florida, USA Lauren Labrecque, Loyola University Chicago, USA* Donald Lehmann, Columbia University, USA Ereni Markos, Quinnipiac University, USA</p> <p>"The Product-agnosia Effect: How Increased Visual Scrutiny Reduces Distinctiveness" Jayson Jia, Stanford University, USA* Sanjay Rao, Stanford University, USA Baba Shiv, Stanford University, USA</p>
10.15	ROUNDTABLE: Evolutionary Consumption: Methodological Pluralism, Interdisciplinarity, and Consilience (Unified Knowledge)	Organizer: Gad Saad, Concordia University, Canada	<p>Carolyn Yoon, University of Michigan, USA Joshua Ackerman, MIT, USA Sarah Hill, Texas Christian University, USA Kristina Durante, University of Texas at San Antonio, USA Jill Sundie, University of Texas at San Antonio, USA Jessica Li, Arizona State University, USA Eric Stenstrom, Concordia University, Canada Tripat Gill, Wilfred Laurier University, Canada Bram Van den Bergh, Erasmus University Rotterdam, The Netherlands</p>

JCP Ed Board Reception and Meeting
4:30-6:30 p.m.

Gala Dinner
Vancouver Aquarium, Stanley Park
7:00 p.m.

Sunday, October 7

Journal of Consumer Research Policy Board Meeting
7:30 a.m.-12:00 p.m.

Meet the Editors Breakfast; open to all
8:00 a.m. (potential event; in planning stage)

Optional Vancouver Nature Trip
Time TBD

Poster Session

"Ethno-Culturally Diverse Social Ecosystems"

Esi Abbam Elliot, University of Illinois at Chicago, USA*

Joseph Cherian, University of Illinois at Chicago, USA

"Who Cares If It Is Deceptive, I Like It: The Effect of Social Exclusion on Advertising Deception"

Hamed Aghakhani, University of Manitoba, Canada*

Kelley Main, University of Manitoba, Canada

"Does Complaining Really Ruin a Relationship? Effects of the Propensity to Complain on Positive Consumer-Brand Relationships"

Hongmin Ahn, West Virginia University, USA*

Yongjun Sung, University of Texas at Austin, USA

Minette Drumwright, University of Texas at Austin, USA

"A Meta-Analysis of Nonverbal Accuracy Outcomes in Consumer Research Settings"

Susan Andrzejewski, Franklin & Marshall College, USA*

"The Impact of Category Labels on Perceived Variety"

Tamara Ansons, University of Michigan, USA*

Aradhna Krishna, University of Michigan, USA

Norbert Schwarz, University of Michigan, USA

"Risky Decisions: Citing Sources in Print Advertisement Claims"

Catherine Armstrong Soule, University of Oregon, USA

Leslie Koppenhafer, University of Oregon, USA*

"To Trade or Not?: Removing Trading Motivation Eliminates the Endowment Effect"

Laurence Ashworth, Queens University, Canada*

Lindsay McShane, Queens University, Canada

Tiffany Vu, Queens University, Canada

"Trivial Gets Central"

Charan Bagga, University of Western Ontario, Canada*

Niraj Dawar, University of Western Ontario, Canada

"Impression Management Practices of Stigma Conscious Communities — The Case of an Online Pro-Smoking Forum"

Navin Bahl, University of Hawaii, USA*

Namita Bhatnagar, University of Manitoba, Canada

Rajesh V. Manchanda, University of Manitoba, Canada

Anne Lavack, Kwantlen Polytechnic University, Canada

"The Influence of Logo Design Elements on Perceptions of Brand Personality"

Aditi Bajaj, Georgia Tech, USA*

Sam Bond, Georgia Tech, USA

"Visceral Vigor: The Effects of Disgust on Goal Pursuit"

Sachin Banker, MIT, USA*

Joshua Ackerman, MIT, USA

"The Identifiable In-Group: Group Status Moderates the Identifiable Victim Effect"

Alixandra Barasch, University of Pennsylvania, USA*

Rod Duclos, Hong Kong University of Science and Technology, China*

Emma Edelman, University of Pennsylvania, USA*

"Doing Good While Looking Good: Consumer Perceptions of Sustainability in the Fashion Industry"

Rishtee Batra, Indian School of Business, India*

Tonya Boone, The College of William and Mary, USA

"Phonetic Symbolism and Children's Brand Name and Brand Logo Preference"

Stacey Baxter, University of Newcastle, Australia

Tina M. Lowrey, University of Texas at San Antonio, USA*

Min Liu, University of Texas at San Antonio, USA

"Lay Theories in Consumer Goal Setting and Striving: The Case of Weight Loss"

Mariam Beruchashvili, California State University Northridge, USA*

Risto Moio, California State University Long Beach, USA*

James Gentry, University of Nebraska-Lincoln, USA

"Why Are Consumers Fans of Counterfeit Branded Products? - Consumer Psychological Motivations in Counterfeit Consumptions"

Xuemei Bian, University of Nottingham, UK*

Natalia Yannopoulou, University of Newcastle, UK

Kai-Yu Wang, Brock University, Canada*

Shu Liu, University of Nottingham, UK

"Surprise Effect in CSR: The Positive Effect of the Unexpected"

H. Onur Bodur, Concordia University, Canada*

Bianca Grohmann, Concordia University, Canada*

Ali Tezer, Concordia University, Canada*

"Joe vs. Joe: Turning to One's Partner Versus Favorite Product in Emotion Regulation"

Danielle J. Brick, Duke University, USA*

Hannah Honey, Duke University, USA

Grainne Fitzsimons, Duke University, USA

Gavan J. Fitzsimons, Duke University, USA

"Moderating Role of Perceived Consumer Effectiveness and Consumer Involvement on the Effect of Message-Framing on Intention to Purchase Organic Food Products"

Courtney Briggs, Purdue University, USA

Sejin Ha, Purdue University, USA*

Richard Feinberg, Purdue University, USA

"Don't Care about Service Recovery - Inertia Effects Buffer the Impact of Complaint Satisfaction"

Christian Brock, Zeppelin University, Germany

Markus Blut, University of Dortmund, Germany

Heiner Evanschitzky, Aston University, UK

Peter Kenning, Zeppelin University, Germany

Marco Hubert, Zeppelin University, Germany

"The Restorative Nature of Nature: Improving Consumer Decision Making"

Merrie Brucks, University of Arizona, USA

Kevin Newman, University of Arizona, USA*

Caitlin Nitta, University of Arizona, USA

"Compulsive Buyers Show an Attentional Bias in Shopping Situations"

Oliver B. Büttner, University of Vienna, Austria*

Matthew Paul, University of Vienna, Austria

Arnd Florack, University of Vienna, Austria

Helmut Leder, University of Vienna, Austria

Anna Maria Schulz, University of Vienna, Austria

"Your Cheating Heart: The Negative Impact of Sales Promotions on Loyalty"

Olga (Olya) Bullard, University of Manitoba, Canada*

Kelley J. Main, University of Manitoba, Canada

Jennifer J. Argo, University of Alberta, Canada

"The 'I' in Extreme Responding"

Elke Cabooter, Leuven, Belgium*

Kobe Millet, Vrije Universiteit Amsterdam, The Netherlands*

Mario Pandelaere, Ghent University, Belgium

Bert Weijters, Ghent University, Belgium

"Compassion for Evil but Apathy for Angels: The Interactive Effects of Mortality

Salience and Just World Beliefs on Donation Behavior"

Fengyan Cai, Shanghai Jiao Tong University, China*

Robert S. Wyer Jr., Chinese University of Hong Kong, China

"My Brand and I, and Others Between Us: The Influence of Interpersonal Relationships on Consumer-Brand Relationships"

Marina Carnevale, Fordham University, USA*

Lauren Block, Baruch College, USA

"When Do Consumers Compromise on Calories? Exploring the Attraction and Compromise Effects in Food Choice"

Ryall Carroll, St. John's University, USA*

Beth Valen, Fordham University , USA

"Virtual Endowment: How Location and Duration of Virtual Ownership Influence Valuation"

Elisa K. Chan, Cornell University, USA*

Aner Tal, Cornell University, USA

"Consumer Creativity in Co-Creation: The Interaction between Default Product and Design Goal"

Bo Chen, ESSEC Business School, France*

Niek Althuizen, ESSEC Business School, France

"The Effect of the Change-Matching Heuristic on Consumer Purchase Decision Making"

Yin-Hui Cheng, National Taichung University of Education, Taiwan

Chia-Jung Chang, National Chung Cheng University, Taiwan*

Shih-Chieh Chuang, National Chung Cheng University, Taiwan

Che-Hung Lin, Cheng Shiu University, Taiwan

"It's Cold in Here. I Need a Bowl of Soup to Warm Me Up!': The Effects of Incidental Sensory Frames on Conflicting Sensory Inputs"

Sydney Chinchanchokchai, University of Illinois at Urbana-Champaign, USA*

Rashmi Adaval, Hong Kong University of Science and Technology, China

"Brand Happiness: Scale Development and Validation"

Sunmyoung Cho, Yonsei University, Seoul, Korea*

Ae-Ran Koh, Yonsei University, Seoul, Korea

"The Greening of Consumers: An Assimilation-Contrast Perspective for Product Sustainability Labeling"

Yoon-Na Cho, University of Arkansas, USA*

Scot Burton, University of Arkansas, USA

"Coping With Anger and Regret Arising From Negative Service Experiences: Do Reappraisal and Rumination Work?"

Rafi Chowdhury, Bond University, Australia

Natalina Zlatevska, Bond University, Australia*

"Burger or Yogurt? The Effect of Private Versus Public Consumption Contexts on Indulgent Behavior"

Shih-Chieh Chuang, National Chung Cheng University, Taiwan*

Yin-Hui Cheng, National Taichung University of Education, Taiwan*

Chien-Jung Huang, National Chung Cheng University, Taiwan*

Yun Ken, National Yunlin University of Science and Technology, Taiwan*

"The Effects of Perceived Product-Association Incongruity on Consumption Experiences"

Sarah Clemente, Brock University, Canada*

Eric Dolansky, Brock University, Canada

Antonia Mantonakis, Brock University, Canada

Katherine White, University of British Columbia, Canada

"Hey Y'all: Exporting Southern Food Culture, Implications for Brand Meaning and Local Consumer Identity"

Catherine Coleman, Texas Christian University, USA*

"Constructing the Citizen-Consumer Through Political Discourse in US"

Gokcen Coskuner-Balli, Chapman University, USA*

Gulnur Tumbat, San Francisco State University, USA*

"Personal Death-Thought Accessibility: A Mediating Mechanism Between Self-Esteem and Risky Consumer Behaviors?"

Sandor Czellar, University of Lausanne, Switzerland

Charles Lebar, HEC Paris, France

Christian Martin, University of Lausanne, Switzerland*

Russell H. Fazio, Ohio State University, USA

"Self-Construal and Self-Affirmation Effects in Effortful Customer Experiences"

Prakash Das, University of Calgary, Canada*

James Agarwal, University of Calgary, Canada

"From Apples to Alcopops: The Forbidden Fruit Effect on Supersized Alcoholic Beverages"

Cassandra Davis, University of Arkansas, USA*

Elizabeth Howlett, University of Arkansas, USA

"Consumer Persuasion Knowledge in Non-Conventional Marketplaces: The Case of Branded Prescription Drugs"

Marjorie Delbaere, University of Saskatchewan, Canada*

Mei-Ling Wei, Saint Mary's University, Canada*

"Hmm...What Did Those Ads Say? Reducing the Continued Influence Effect in Political Comparison Advertisements"

Rebecca E. Dingus, Kent State University, USA*

Robert D. Jewell, Kent State University, USA

Jennifer Wiggins Johnson, Kent State University, USA

"Assimilation and Contrast in Web Product Reviews: Devaluing the Recommendation of a Proficient but Dissimilar Reviewer"

Michael Dorn, University of Bern, Switzerland*

Claude Messner, University of Bern, Switzerland

"The Effect of Face Pressure on Chinese Consumer Decision-Making"

Karthik Easwar, Ohio State University, USA*

Robert Burnkrant, Ohio State University, USA*

The Effects of Stackable Discounts on Consumers' Retail Price Image Perception

Shan Feng, William Paterson University, USA*

Jane Cai, Independent, USA

"Detaching the Ties of Ownership: The Effects of Hand Washing on the Exchange of Endowed Products"

Florack Arnd, University of Vienna, Austria*

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